

Martin Faulks

General Manager at Lewis Masonic

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Summary

I am an enthusiastic strategic leader with a focus on the big picture.

I have spent my professional life working up the ranks in the publishing industry and thus have learned the very detail of every stage of the business chain. This has both given me the practical skills needed to run a business and make it thrive and has also made me incredibly versatile.

Indeed my track record demonstrates that I can apply these skills to any media having undertaken successful ventures in books, magazine, films and even music.

I also have extensive marketing experience and have developed in depth knowledge of generating broadsheet coverage and mass media publicity. I really enjoy creating a buzz about a new product and the creativity that this entails. I am always looking for new ways to reach a wider audience and to generate interest.

For me the key to success in any undertaking is enthusiasm. Enthusiasm in senior management is contagious and makes working life far more enjoyable for your staff. This helps us all to thrive and learn the new skills that we need to improve. If channeled correctly this enthusiasm in turn radiates to the media and your customers.

Specialties: Branding and Identity, Publicity, Marketing , Sales, Viral Marketing, ECRM , Product Development,Franchising,Team-Building, Analysis, Problem Solving.

Experience

General Manager

January 2012 - Present

Key Task: Responsible for all commercial and publishing activities of Lewis Masonic

Tasks:

- 1) Overseeing all day-to-day activities involving the running of the business including the guidance of publishing, sales and marketing policy and the direction and motivation of staff
- 2) Directly responsible for the appointment, training and day-to-day activities of all employees of Lewis Masonic and the deployment of subsidiaries and out-sourced human resources.

- 3) To introduce cost cutting and efficiency innovations which increase the profit relative to turnover of the Lewis Masonic imprint.
- 4) To introduce profit and market share focused publishing initiatives
- 5) Other duties – responsible for budgeting and the approval of sales, marketing and publishing related costs.

Responsible for:

GENERAL RESPONSIBILITIES

1. To act at all times in a manner befitting a senior member of the Company.
2. To initiate and suggest cost-reduction programmes and areas where overall efficiency can be improved.
3. To promote at all times the Company, its services, and associated companies within the Ian Allan Group.
4. To undertake such other duties as may be required commensurate with the position.

Managing Director at Lewis Masonic

December 2011 - January 2012 (2 months)

Responsible for all commercial and publishing activities of Lewis Masonic

Publisher

October 2010 - November 2011 (1 year 2 months)

Responsible for all commercial and publishing activities.

Digital Marketing Manager at Ian Allan Publishing Ltd

January 2010 - January 2011 (1 year 1 month)

I am in charge of all things digital at Ian Allan Publishing

Marketing Manager at Lewis Masonic/ Ian Allan Publishing

August 2003 - January 2011 (7 years 6 months)

My Duties at Lewis Masonic include

Development of the Masonic range,
Co-ordination of marketing and sales,
Recruitment of authors,
Promotion of titles to the mainstream market,
Publicity and public relations
Interaction with Masonic authorities and organisational bodies.

Managing Director

January 2000 - January 2005 (5 years 1 month)

Faulks Books was an esoteric book distributor and publisher specialising in the works of Franz Bardon and other hermetic writers.

Shop Manager

December 1998 - January 2000 (1 year 2 months)

Retail Store Manager Job Purpose: Serves customers by providing merchandise; supervising staff.

Retail Store Manager Job Duties:

Completes store operational requirements by scheduling and assigning employees; following up on work results.

Maintains store staff by recruiting, selecting, orienting, and training employees.

Maintains store staff job results by coaching, counseling, and disciplining employees; planning, monitoring, and appraising job results.

Achieves financial objectives by preparing an annual budget; scheduling expenditures; analyzing variances; initiating corrective actions.

Identifies current and future customer requirements by establishing rapport with potential and actual customers and other persons in a position to understand service requirements.

Ensures availability of merchandise and services by approving contracts; maintaining inventories.

Formulates pricing policies by reviewing merchandising activities; determining additional needed sales promotion; authorizing clearance sales; studying trends.

Markets merchandise by studying advertising, sales promotion, and display plans; analyzing operating and financial statements for profitability ratios.

Secures merchandise by implementing security systems and measures.

Protects employees and customers by providing a safe and clean store environment.

Maintains the stability and reputation of the store by complying with legal requirements.

Determines marketing strategy changes by reviewing operating and financial statements and departmental sales records.

Maintains professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies.

Maintains operations by initiating, coordinating, and enforcing program, operational, and personnel policies and procedures.

Contributes to team effort by accomplishing related results as needed.

Education

Hewett

1991 - 1995

Yamabushi

Yamabushi

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[Contact Martin on LinkedIn](#)