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# Robert Bolles

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## An Introduction

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### Marketing Manager: Business Development: Legal Sector

A results-orientated Marketing Manager, possessing extensive experience in, and intimate knowledge of the legal sector, including research, business development, client service management, through to marketing. Demonstrated success in formulating and implementing innovative strategies to extend business growth, as well as skills in the implementation of change.

Offer unique combination of experience as both solicitor and marketing professional - with proven ability to nurture effective relationships both internally and externally.

## Knowledge & Skills

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- Record Management
- Networking
- Proposals
- Supervision of Staff
- Advertising
- Public Relations
- Negotiation
- Business Development
- Administration
- Research
- Service Delivery
- Workflow Management
- Brand Management
- Performance Appraisals
- Problem Solving
- Client Service Management
- Marketing
- Business Planning
- Technical Advice
- Drafting
- Relationship Building

**Computer Competencies:** Windows Applications, Word, Publisher, PowerPoint, Excel, Outlook Express, Dreamweaver and FrontPage.

**Practice Areas:** Property Law, Commercial and Commercial Disputes, Employment Law, Contract Law, Project Finance, Private Public Partnerships.

## Experience

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### Project Marketing Manager

White & Case, London, United Kingdom

(June 2002 – May 2008)

#### Snapshot:

White & Case is the largest Project Finance Group in the world. As Project Marketing Manager, facilitated the development of the Global Projects Infrastructure Group, through the management and delivery of sales support, marketing and business development activities.

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## Experience

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### **Project Marketing Manager**

White & Case, London, United Kingdom

(June 2002 – May 2008)

#### **Continued from Page 1:**

Working in this **capacity building role**, responsible for the collaborative management and implementation of a strategic approach to marketing and communications for the Project Finance Group, consisting of over 150 lawyers, including 50 partners in all the major financial centres around the world.

Key challenges included establishing working partnerships, understanding relevant practices, shaping strategic thinking, managing networks and expectations and changing management perceptions, while providing key marketing business consultancy to the Senior Partnership.

- ~ Spearheaded marketing plans, including the design of communication tools (websites, prospectus, proposals, sales support materials and brochures).
- ~ Undertook detailed market research.
- ~ Development and implementation of the Regional Marketing Plan and Strategies, including effective incorporation of marketing plans into management plans.
- ~ Effective project management of a range of marketing and communications initiatives.
- ~ Panel member (by invitation) on a number of reference groups and committees.
- ~ Management of the business development information resources.
- ~ Collaboratively managed core client development programs and contributed to the wider client focus initiatives.
- ~ Strategic analysis of performance of the project group.

#### **Contributions/Achievements:**

- **Led the development and implementation of the intranet site for Project Finance Group**, systematically tracking progress and monitoring timeline and quality of intended results. Intranet significantly improved communications across the global group, streamlined the global bid process, ensured improved brand consistency and avoided duplication in effort.
- Easily met demanding workload, successfully managing portfolio previously managed by 2 full time staff members.
- **Facilitated review of the financial performance of the project group**, allowing for development of new business development and marketing strategies.
- Managed the planning, execution and delivery of a major project partner conference, including travel, accommodation through to organising complex presentations.
- **Improved brand awareness** of the Project Finance Group and individual experts within the group, by spearheading public relations strategy. Forged effective new working relationships with the media, sent press releases on all major deals, assessed sponsorship opportunities and encouraged partners to write reports and articles on their area of expertise.
- **Developed standard capability statements and bid templates**, significantly reducing time to produce bid documentation and ensuring global uniform approach to bid documentation.
- Improved submission process for all relevant league tables, ensuring group consistently ranked in the Top 3 global law firms.
- Facilitated new relationship with central business development, resulting in improved information sharing and collaborative management of core client development programs across all major groups within the firm.

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## Experience

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### Editor/Legal Author

Blue Ribbon Publishing Limited

(Nov 1999 – Oct 2001)

#### Snapshot:

Managed portfolio of current unreported, reported decision and law journals for 'casebase', the leading research and information tool for barristers, solicitors, judges and law students in Australia. Specialised in Trade Practices, Energy and Resources, British and New Zealand case law and journals.

**Easily met, or exceeded performance benchmarks** and KPI's, gaining reputation for speedy management of judgements.

### Grants Officer

National Lottery Charities Board (NLCB), London, United Kingdom

(Feb 1999 – Oct 1999)

#### Snapshot:

**Assessed complex applications made to NLCB** from Charities and Benevolent organisations in the London wide region, as well as manage funds to organisations successful in their applications to the NLCB. Worked with limited supervision, successfully assessing hundreds of complex applications and managing grants, in line with operational policies and procedures.

### Network Code Contractor

Amerada Heines, London, United Kingdom

(April 1998 – Jan 1999)

#### Snapshot:

Represented Amerada Heines at industry work groups for the Claims Validation Agency Process, an essential reporting system developed among users for ascertaining title to gas and daily energy balancing, under the new introduced Network Code within the United Kingdom.

#### Contributions/Achievements:

- **Ensured organisational compliance under the new balancing regime**, resulting in the avoidance of costly penalties associated with non-compliance under the new regime.
- Contributed to key elements on national policy on the Claims Validation Agency Process.
- Undertook detailed review of Licence Conditions, Modifications Rules, Transitional Agreement and General Legal Policy issues under the Network Code.

### Solicitor

Jones Swan (KPMG), New Zealand

(July 1994 – July 1997)

#### Snapshot:

KPMG Legal is a top ranked law firm in New Zealand, providing a range of services to large commercial clients.

Provided specialist advice to a diverse range of clients and successfully met the requirements of a diverse portfolio of files, from trade practices, property, leasing, corporate and commercial, including corporate restructuring and regulatory compliance.

## Education

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**Professional Legal Studies Course**  
**Bachelor of Laws** – University of Wellington, NZ  
**Bachelor of Arts** – University of Wellington, NZ

*Hundreds of hours dedicated to professional development, including: FrontPage Web Design, Writing Skills, Policy and Procedure, Privacy Act, Research Skills, Client Service, Private Public Partnerships, Legal Issues in Project Finance, Public Relationships, Press Releases.*

## Referees

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**Furnished immediately upon request.**

**Notes for readers:**

- Removed all personal details, including hobbies and marital status, as this information was completely irrelevant.
- Focussed on position at White & Case, as this is the most relevant position to the client's objective of getting a more senior position in business development within the legal sector.
- Focussed on achievements and contributions
- Removed experience prior to 1993 (no longer relevant).
- Moved educational qualifications to the back of the résumé (client no longer a graduate), PLUS removed dates from educational qualifications (qualifications are starting to become quite old).
- Incorporated a strong profile, along with a quick summary of relevant skills and knowledge on the first page.
- Copyright [2008@CareerDIY](mailto:2008@CareerDIY)