



**CONFERENCE CARE**  
TO INNOVATE. TO INSPIRE. TO CREATE CHANGE.

# JULIE DAWKINS

## SALES EXECUTIVE

Julie Dawkins is a Sales Executive at Conference Care, where she supports account growth through strategic sales, client relationship management, and performance reporting. With a strong focus on customer service, she ensures seamless implementation of new accounts, manages rebooks, and delivers detailed insights to guide data-driven decisions. Julie is also hands-on with event support and sales materials, maintaining CRM accuracy and aligning closely with marketing. Known for her empathy, professionalism, and people-first approach, she's trusted by clients to deliver tailored solutions that turn one-off bookings into lasting partnerships.

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### CONTACT ME

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## SALES EXECUTIVE



**Me in Four Words:** Fun, Passionate, Dedicated, Driven

**Call Me When:** You need serious negotiations

Julie is a key member of the sales team at Conference Care, where she plays a vital role in driving business growth through strategic account development and support. With an NCFE Level 3 Certificate in Principles of Customer Service, Julie brings a people-first approach to every client interaction—ensuring that service is not only professional but genuinely empathetic and caring.

Her role is broad and hands-on, covering everything from implementing new accounts and nurturing long-term client relationships to managing rebooks and gathering feedback that drives continuous improvement. She's equally at home behind the scenes—producing detailed reports that analyse performance metrics and identify new opportunities—as she is on the ground, managing client events, trade shows, and speaker engagements.

Julie is known for her meticulous attention to detail, whether she's preparing contract documentation, supporting the loyalty scheme, or ensuring CRM data is accurate and up to date. She also plays a pivotal role in aligning sales efforts with marketing strategies, helping to deliver a cohesive and impactful customer experience.

Her proudest achievements stem from growing key client accounts through a mix of strategic insight, proactive communication, and a genuine commitment to service. Trusted by clients and colleagues alike, Julie is described as empathetic, kind, and consistently dependable—a true asset to the team.

Colleagues describe me as "savage but caring and kind," a testament to my direct and honest approach that some may initially misunderstand. Despite this, my dedication and effectiveness are well-recognized and appreciated by my team. My manager sums me up perfectly: "I don't know what I would do without Julie; they are always on the ball, and I know any task I assign them will be completed to the best of their ability."

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