

# Edward Jansz

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target: **Recruiter, Retail/Hospitality, Construction & Design**

*“Offers extensive international experience in recruiting, training, coaching, upskilling and leading new and existing hires to become valuable company assets, brand ambassadors and vital contributors to corporate strategies, initiatives, and projects.”*

**Solution-inspired entrepreneur, business builder and recruiter** with first-hand insight into the importance of attracting—and retaining—right-fit, Hi-Po and rare-find talent in a cut-throat job market—and the harm a wrong hire can cause businesses.

**People-first connector** who thrives in making meaningful connections with people from all walks of life and at all levels within an organisation. Known for integrity, adaptability, persistence/resilience, and strong ability to ask the right questions to get to the heart of an issue, dig deeper to uncover the unknown, and listen deeply to grasp the complete story.

**Senior project manager** who’s spent their entire career in fast-paced, high-impact roles where juggling multiple projects, nurturing relationships with many stakeholders ‘at once’ and being able to ‘shift focus in a split second’ is simply ‘the norm.’ Recognised for ability to tame operational chaos through streamlined, timesaving and profit-generating processes and tools.

**5+ years in full lifecycle recruitment for the likes of Coffee Pitt, EYELEVEL (Dyson) and One Door (Samsung)**

**10+ years in retail, hospitality, customer service and target-driven environments**

**10+ years in end-to-end project management: retail and workplace design, engineering, architecture, and construction**

**10+ years in VIP and white-glove client/brand management: Samsung, Dyson, Microsoft, Google, BMW, Mercedes Benz**

## VALUE OFFERED

End-to-End Recruitment | Project Lifecycle Management | Stakeholder Relationship Building | Data-led Decision-making  
Team Leadership, Coaching & Training | Resource Allocation & Management | Performance Improvement  
Operational Infrastructure: Manuals, Responsibilities & Onboarding | Profit Generation & Cost Savings | Financial Controls  
Workforce Capability Forecasting & Delivery | Client Management | Process Implementation & Redesign

**Multi-lingual:** English (fluent), Urdu/Hindi (fluent), Mandarin (beginner)

## PROFESSIONAL EXPERIENCE

Coffee Pitt | NSW, Sydney, Australia | 2019–Current

*A rustic industrial café in Dulwich Hill, Sydney, renowned for its superb service, coffee, grab-n-go meals and desserts and treats.*

### DIRECTOR

Transformed a loss-making café into a 6-figure profit-generating and commercially secure enterprise during the onset and peak of the COVID-19 health pandemic and resultant isolations. Head all aspects of the hospitality operation from human resources (recruitment, training, coaching, payroll) to service delivery, stakeholder connections and fit-out/renovations, marketing, communications, finance, and compliance. Oversee menu design, supplier relations, and inventory/procurement.

**Turned a primely-located—yet failing hospitality business into a highly profitable, sustainable, and debt-free operation—despite the cut-throat landscape of hospitality and the onset and peak of the COVID pandemic.**

#### Selected Highlights:

- **Saved \$90K per year in high costs, improved cash liquidity, stemmed financial leakage and cut costs for commonly purchased items** after leveraging high competition to win preferred supplier status with a fresh food wholesaler, negotiate exclusive pricing rates and evade the usual minimum order quantities (MOQ).
  - Eliminated wastage, reduced variable costs, right-sized inventory, and minimised labour expenses.
- **More than doubled café turnover and raised profit 68% in the first 3 years**—despite economic dive caused by the COVID pandemic and resulting mandatory business closures and isolation periods—via a series of quick and longer-term wins.
  - Simplified existing menu to incorporate customer-elected, higher-profit options and quicker-sell offerings.
  - Refurbished café with a modern colour palette and fit-out to create an impressionable, ambient, and inviting setting.
- **Optimised payroll costs and streamlined operations (including onboarding for new hires) while raising staff efficiency and building a multi-skilled, self-reliant, and engaged team.**
  - Recruited and cross-trained a small team to efficiently execute all tasks within the café from workplace/food safety, menu preparation, customer service and stock replenishment to administration, banking, and opening/closing.
  - Designed and implemented standardised practices, staff handbook, role accountabilities and rotating roster system.

EYELEVEL | Sydney, NSW, Australia | 2017–2019

*An InnerWorkings Company (acquired by HH Global) that mixes great design with modern and unique technologies design and fit-out retail stores for world-renowned brands like Dyson, Nike, Adidas, Vans, The North Face, Starbucks, and Calvin Klein.*

**PROJECT MANAGER, ACCOUNT MANAGER & BUSINESS DEVELOPMENT MANAGER**

Headhunted for intense and complex role to head the Dyson AU account, leading all aspects of fixture design, procurement, production/engineering, fit-out and finance for 25 Dyson retail stores across Australia and New Zealand—in the tight 3-week deadline and during the brand-crucial launch of the v10 vacuum. Project-led and advanced store fit-out delivery projects through ongoing supply delays, a solid product launch pipeline and a lack of Dyson-specific trained local contractors. Led all contractor hiring, including a HiPo casual employee who scaled the ranks to become Dyson's now Chief Account Manager.

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**Set the stage for EYELEVEL to land multimillion-dollar future fit-out and maintenance contracts with Dyson as the company's Australian agent and client contact driving end-to-end project delivery for up to 30 projects concurrently.**

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*Selected Highlights:*

- **Fast-tracked the in-country assembly of Dyson's new commercial fit-out cabinetry** after initiating an early single unit shipment, demonstrating, and documenting unit assembly and formulating a contractor-specific instruction manual.
  - Protected Dyson's cash flow and reputation, avoided workforce and resource depletion and mobilised contractors.
- **Built a reputation for delivering retail store projects ahead of schedule and plans** by incorporating a 2-week buffer for Chinese product supply, serving as the first point of contact for all client enquiries and expertly managing client needs.
  - Personally filled contractor shortfall across 70 geographically spread sites across NSW, VIC, and the ACT.
- **Nurtured (and leveraged) a solid relationship with Dyson to win ongoing small works and maintenance contracts (~\$600K yearly)** and personally oversee workflow/project progression while maximising profit and reducing costs for EYELEVEL.
- **Saved \$300K per year in storage costs for Dyson Australia products** and enabled accurate inventory management and invoicing for ~500 SKUs after facilitating a stocktake, consolidating storage to 1 site and decreasing storage space.
- **Maximised profit generation for EYELEVEL, streamlined contractor workflow and supported daily client updates for up to 30 Dyson projects simultaneously** by introducing an Excel sheet with project details, milestones, budgets, and more.

ONE DOOR | Sydney, NSW, Australia | 2016–2017

*A global retail and workplace design consultancy, creating award-winning retail and commercial spaces since 1989.*

**SENIOR PROJECT MANAGER & SALES MANAGER**

Headhunted to bolster One Door's 10+-year partnership with multinational conglomerate Samsung as Senior Project Lead and Sales Manager for Samsung TV's Google Pixel and Google Home multi-site launch project across 65+ stores. Took on the stalled project to direct all milestones from bidding to completion, involving procurement, production, installations, delivery, logistics and maintenance inside a tight deadline. Managed end-to-end recruitment lifecycle, onboarding, training, and daily leadership for contractors and served on the hiring team to engage a project coordinator/administrator.

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**Powered Samsung TV's high-profile Google Pixel and Google Home multi-site launch project while saving ~\$300K for One Door and maintaining solid relationships with Samsung and Google. Also served as on-site technical SME, providing quick solutions to on-the-ground challenges.**

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*Selected Highlights:*

- **Rocketed profitability by 40% (\$400K) in just 3 months** after introducing a streamlined project tracking tool/profit and loss statement using Excel to replace the previous inadequate system. New approach allowed for enhanced one-click cost and profit insight and provided up-to-date project progress/milestone realisation, contractor workflow and more.
- **Heightened the quality and consistency of fixtures across 65+ Samsung stores and eliminated redos** by engaging the design team to create a detailed and editable drawing set for contractors, cutting suppliers down to 3, and personally managing many deliveries and projects at once. Initiative saved ~\$300K in production and maximised profits by 40%+.

- **Saved 100s of hours (\$300K+) in person-hours** by updating the fixture design from the original, more labour-intensive screw-in model to a quick, slide-in system, allowing for easy future modifications.
- **Minimised on-site project stoppages, enabled real-time multi-site contractor management and enhanced project workflow** through recommendation to adopt a tracking application.

NOBLE TOYOTA | Sydney, NSW, Australia | 2015–2016  
*Local dealer for new and used vehicles, servicing and parts and accessories.*

## SENIOR SALES CONSULTANT

Initially appointed through a sales training course and rapidly progressed to Senior Consultant maximising new, used and demo vehicle sales for Toyota, Kia, and Suzuki. Consistently hit sales targets month-on-month during a sluggish economy while gaining knowledge and reputation in a new industry, building proficiency in Noble Toyota's newly launched software and procedures, and providing business-as-usual through a change in management and relocation to a new building.

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**Fast-tracked from 'rookie' to one of the strongest Sales Consultants in record time, averaging 20 sales per month in a slow economy—grasped role swiftly providing expert sales coverage, often taking on dual roles in peak times.**

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### *Selected Highlights:*

- **Contributed to and preserved the recently acquired 'Noble Toyota 5-Star Guest Experience Dealership' status** by consistently delivering a 'guest first' approach to customer service and striving to improve service and support.
- **Served as a catalyst driving change for the Toyota brand, ensuring customers remain with Toyota for Life**—representing the 5 guiding principles of the Toyota for Life Quality Standards of Respect, On Show, Efficient, Professional and Continuous Improvement in all aspects of customer relations.
- **Minimised challenges caused during corporate management changes and streamlined operations** by volunteering to build up internal systems/processes for follow-ups and vehicle delivery.

## EARLY CAREER

**Project Designer & Client Manager**, Amicus, Beijing, China, EA

*Led corporate office fit-out solutions for multinational and blue-chip companies, including Microsoft, SAP, and Lenovo.*

**Senior Designer & Client Manager**, Legend Design, Beijing, China, EA

*Scaled the ranks to Senior Designer/Client Manager, producing world-class designs and delivering projects for global brands (BMW, Mercedes Benz and Informatica).*

**Interior Designer**, Arshad Shahid Abdullah Architecture, Karachi, Pakistan, SA

**Senior Sales Consultant**, Carphone Warehouse, London, England, UK

## EDUCATION

**Diploma of Project Management**, Australian Institute of Management (AIM), Sydney, NSW, Australia

**Bachelor of Interior Architecture & Design**, London Metropolitan University, London, UK

**Interior Design Diploma**, University of Indianapolis, Indianapolis, USA

## COMMUNITY CONTRIBUTIONS

**Primary School Ethics Teacher**, Primary Ethics, Sydney, NSW, Australia (2020–2021)

## Resume Strategy:

Eddy was an interior designer who worked on mid-to-large-sized projects all over the world. After migrating to Australia, Eddy worked as a car salesman for Toyota and a Project/Sales Manager with a design consultancy before taking on a rundown cafe.

I had written and refocused Eddy's resume twice before with strong success. He contacted me super keen to become a recruiter for the retail/hospitality, construction, and design sectors. I had quite a challenge positioning him for this new target. While Eddy had never held the official title of recruiter, he had done recruiting, training, and coaching throughout his career.

On page 1 of Eddy's resume, I combined and highlighted his expertise relevant to his new job focus and featured strong brand- and achievement-focused stories throughout his experience section.

Results: Eddy was hot property! Note from Eddy: ... "I'm already pretty full steam ahead in the application game, and thanks to your resume writing, I have received more hits than I can count... honestly, at this point, I'm losing count of how many people have contacted me! Just 3 weeks into my job hunting, I already have an offer on the table and 2 more pending, so I'm really in a position to pick and choose right now."

Please Note: This resume was written for the Australian market; therefore, spelling, dates, and acronyms align with relevant standards. The format was kept at A4 sizing (in compliance with 2023 TORI requirements), and page length fits within the 3 to 4 pages widely accepted across Australia as best practice. Content has been fictionalised to protect client privacy.