



Edd Turner BA
Salesman, Photographer, Teacher and Do-er

Chronological Employment History

From August 2005 - July 2007

Mac Genius (Apple Retail UK Ltd., Regent Street Store R092, London)

As an Apple Certified Technician, I provided troubleshooting and repair services in an Apple retail store (20+ consultations of max. 20 minutes each per day). Key capabilities required for this position were impeccable customer handling skills, excellent ability to interpret meaning and sense from sometimes obtuse customer instruction, and the ability to maintain a flawless record of notes in a PeopleSoft database. I left this job only because of my impending fatherhood and move to Germany.

From October 2004 - August 2005

Mac Specialist (Apple Retail UK Ltd., Regent Street Store R092, London)

An original employee in Apple's first European store, I received 4 weeks training to provide a first class customer service when presenting appropriate hardware/software combinations to the public. My skills at explaining the functions and methodology behind the use of complicated equipment, and interpreting sometimes obscure customer requests meant my role was expanded to that of an in-store presenter, providing open demonstrations of advanced technology to large audiences in a specially built theatre area. I received consistent complimentary feedback which emphasised the quality of my explanations, presentation skills, speaking voice, positive attitude and breadth of knowledge. I was promoted from this job to 'Mac Genius'.

From May 2004 - October 2004

Various temporary office positions (Williams Lea temping agency, London)

After leaving Suffolk, I took several short term jobs through an agency in London. These included data entry at an investment bank (MS Excel; Filemaker Pro); responsibility for correct invoicing of an accounting firm's reprographic account (MS Word, proprietary time recording and costing software); and logistics duties (manual labour and entering and maintaining package data into an internal tracking database) for a bank.

From Graduation (Summer 2003) to May 2004

Sales assistant, 'Jessops', Suffolk (UK's biggest photographic retailer)

This role developed my customer service expertise through the sale of (predominantly) digital cameras to consumers. I developed excellent skills in conveying complex technology in easily understandable explanations as many customers were buying digital cameras for the first time. These skills led to a 97% performance rating (a top 2% rating) in a regular mystery shopper exercise.

Education

- Certificate in English language teaching, Trinity College, London, June 2007
- BA (Hons.) Photography in Europe, Nottingham Trent University, 2000-2003
- 4 A Levels, The Sixth Form College, Colchester, 1996-1999
- 10 GCSEs (Included French at grade A and German at grade B), 1993-1996

Selected relevant experience

From September 1999 - April 2000

'Jugend Kultur Werkstatt Falkenheim Gallus e.V.' Frankfurt, Germany

Work instructing photography classes to 13-15 year olds, covering basic camera operation and B&W darkroom techniques. Responsibilities for building maintenance, organisation and also:

- Learnt and taught basics of stone, metal and wood sculpting through the project's artistic programme for young persons with community service orders.
- Gained excellent verbal skills in German, achieving level 7 (of 12) in a German language course (People's High School, Frankfurt am Main)

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