



Simon Parker

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Work Experience

Greater West Landscapes

July 2023 - February 2025

Project Administrator

- Managed 30–35 landscape maintenance contracts monthly, invoicing \$20K–\$40K, ensuring accurate billing and client satisfaction.
- Improved project coordination and database accuracy by streamlining material tracking and administrative systems.
- Developed an HR recruitment pipeline within the CRM to support scalable onboarding for the growing division.

Neo Eden Gardening

December 2021 - December 2024

Gardener (Sole Proprietor)

- Managed end-to-end client acquisition, project quoting, and scheduling to build a loyal customer base.
- Designed and executed customized landscape renovations tailored to diverse client preferences.
- Delivered consistent, high-quality maintenance and softscape services, ensuring strong client satisfaction and repeat business.

Hort Culture

January 2021 - December 2021

Landscape Labourer

- Assisted with planting, hedge trimming, and turf installation to support successful landscaping projects.
- Maintained tools and equipment to ensure efficient daily operations.
- Provided basic horticultural advice to clients, enhancing customer service and project outcomes.

Harvey Norman Flooring

January 2019 - October 2020

Franchise Floor Manager

- Led daily operations and sales strategy, contributing to \$200K profit and achieving a 96% deposit-to-installation strike rate on all orders.
- Analyzed sales data to optimize inventory, merchandising, and team performance while maintaining supplier relationships for timely stock rotation.
- Delivered excellent customer service by resolving issues, ensuring quality control, and processing orders efficiently.

Country Road

October 2014 - December 2018

Sales/Visual Merchandiser

- Delivered tailored customer service and managed menswear department sales, contributing to consistent profitability and team development.
- Designed and adapted visual merchandising strategies based on sales data analysis, boosting customer engagement and sales performance.
- Played a key role in advancing the Macquarie store cluster into the top 10 most profitable clusters nationwide.



Education

Balgowlah Boys High School
High School Certificate

2011