

Ivan du Plessis

Kitchen Design Consultant & Sales | 📍 Southeast Asia-based | Open to APAC & European Time Zone Roles

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PROFESSIONAL SUMMARY

Kitchen Design Consultant with 10+ years of experience in CAD-based kitchen design, quotation preparation, and kitchen sales. Proven ability to convert client floor plans into production-ready kitchen designs and guide customers through consultative sales, pricing, and project close. Experienced in kitchen sales operations, client consultation, and delivering consistent residential and contractor project outcomes in high-volume environments.

WORK EXPERIENCE

Kitchen Bedroom Gallery (family business)

Johannesburg, South Africa

Kitchen Design Consultant & Sales

Jan 2010- Dec 2021

- Designed custom kitchen layouts using Planet Pro CAD software, converting client floor plans into 3D kitchen renderings with full cabinetry breakdowns and pricing options, improving decision clarity and purchase speed.
- Presented tiered pricing structures (budget, mid-range, premium) for each project, simplifying decision-making and improving conversion rates across showroom sales processes.
- Managed full sales cycle from consultation through quotation and project close, handling both homeowners and contractor clients across residential kitchen projects.

Sales Manager | Showroom Operations

Jan 2010 - Dec 2021

- Scaled showroom operations from 1 to 10 locations, supporting expansion through structured sales processes and consistent client experience frameworks.
- Trained and managed 15+ sales consultants across multiple showrooms, improving consistency in client engagement and increasing overall showroom performance.
- Oversaw sales pipeline and performance reporting across multiple locations, ensuring targets were met through structured coaching and performance tracking.

Whatagraph

Vilnius, Europe

Account Executive | Tech Support

Jan 2022 - Dec 2022

- Delivered SaaS product demos to marketing agency owners, presenting platform use cases and increasing deal conversion rates across APAC markets.
- Managed CRM pipelines and structured follow-up sequences, improving lead conversion efficiency and reducing sales cycle time.
- Utilized tech tools such as Slack, Zoom, Salesforce, Zendesk, Intercom, and Whatagraph Analytics to deliver professional client support and workflow visibility.

Digital Biz Leads

Atlanta, GA + Miami, FL

Digital Marketing & Creative Support (Agency Operations)

Jan 2023 – Present

- Collaborated directly with Meta Media Buyers to produce 100+ ad creatives weekly across multiple client verticals (fitness, dental, Forex, and info products), accelerating campaign launch turnaround times by 30%.
- Built extensive ad swipe libraries via Meta Ads Library, analyzing 50+ top-performing offers per niche to guide creative direction, ad copywriting, and landing page improvements.
- Assisted with funnel and landing page builds using WordPress and Elementor, aligning design and copy with proven conversion frameworks and connecting Twilio numbers and lead forms to GoHighLevel software.

SKILLS & SYSTEMS

- **Kitchen Design & Sales Tools:** Planet Pro CAD • Kitchen & Bath Design Systems • Floor Plan Interpretation • 3D Kitchen Layouts • Cabinet Design & Configuration • Measurement Conversion (mm-based design accuracy) • Design-to-Production Workflow • Visual Space Planning
- **Core Competencies:** Kitchen Design Development • CAD-Based Kitchen Planning • Cabinet Specification • Residential Kitchen Sales • Showroom Consultations • Client Needs Analysis • Quotation Preparation • Tiered Pricing Strategy (Budget / Mid / Premium) • End-to-End Sales Process • Contractor & Homeowner Project Management • Team Training & Sales Coaching • Multi-Showroom Operations Support
- **Soft Skills:** Strong Visual Thinking • Detail-Oriented Execution • Client Communication • Problem Solving • Sales Negotiation • Time Management • Adaptability Across Systems • High Accountability • Fast Learning of New Software & Processes

CAREER GOAL

To secure a remote kitchen design role where I can apply my experience in CAD-based design, kitchen planning, client consultation, and quotation preparation to deliver accurate, production-ready kitchen designs, improve sales conversions, and contribute to company growth through exceptional client service and project execution.