

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 and high-ticket showroom sales. Proven ability to convert floor plans into production-ready kitchen designs and guide clients through consultative sales, pricing, and project close. Experienced in showroom operations, team training, and driving consistent residential and contractor project conversions.

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

- 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

Meta Ads Creative Specialist | Campaign Support Specialist

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 Design, Floor Plans, 3D Rendering, Cabinet Layouts, Tiered Pricing Structuring, Showroom Presentation, Quote Preparation, Design-to-Sales Conversion.
- **Core Competencies:** Kitchen Design Development • Client Consultation • Showroom Sales • High-Ticket Closing • Project Quoting • Contractor Sales • Sales Pipeline Management • Multi-Showroom Operations • Training & Team Development
- **Soft Skills:** Detail-Oriented • Strong Visual Thinking • Client Communication • Problem Solving • Negotiation • Time Management • Adaptability • High Accountability

CAREER GOAL

To secure a kitchen design and sales role where I can apply my combined experience in CAD-based kitchen design, showroom sales, and multi-location retail operations to improve client experience, increase conversions, and deliver high-quality kitchen projects.