

FRANKIE

Personal statement

I am reliable, punctual, and friendly and always up for a challenge, I put my all into any situation and enjoy meeting new people. I enjoy Going to the gym, cycling, spending time with friends and family.

Driving; I have taken my pass plus advanced driving test. I have a full clean UK driving License and own a car.

Statistics

Height - 5'3

Dress - 8

Shoe - 4

Waist - 28

Hip - 37

Inside leg - 29

Bust - 30D

Skills

- Exhibitions and Trade Shows Public and B2B,
- Excellent Approach, Invite ,Engage, Inform, Persuade, Retain, Introduce, Data Capture Skills
- Quickly learn any product and client brief and deliver .
- Product Sampling/Selling
- Demonstrator/Sales
- Corporate and Exhibition Hospitality
- Direct Product Sales
- Product /Service Launches and promotions
- Venue/Store Launches and Promotions
- Field Campaigns, Data Capture
- Experiential campaigns and promotions
- FMCG, Products and Services
- Targeted Sales Lead Generating/Appointment Making
- Brand awareness and leafleting campaigns and promotions
- P R and Publicity Campaigns

Photography

Textiles; since studying fashion and textiles at college I take time to make textile pieces for friends and family. **Continued page 2**



Contact us today if you would like Frankie to represent your business

Work Experience

Promotions

Assignments for Well Done Promotions 2011

Autosport 2011

NEC JRM Sport leafleting awareness data capture

Spring Fair 2011

NEC selling a vast range of jewelery products to the trade

The UK concrete Show NEC 2011

Co ordinate, demonstrate present x 4 shows daily

Ecobuild 2011 EXCEL Docklands London

Selling subscriptions to the trade for trade publication "Installer Live" (did Birmingham show client insisted he wanted me for the larger London event)

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Work Experience (continued)

Traffex Show 2011 NEC

Approach retain hospitality data capture introduce to sales team member

Medtec UK 2011 NEC ni.com publication

Subscription sales to the profession.

BBC Summer Good Food Show 2011 NEC

Selling a vast range of drinks offers to the public (client has booked me twice before for this job and also London November /December)

Morris Mellett Renewables

On going campaign various Garden Centres throughout the Midlands in-store promotion lead and appointment generating for solar panels and home wind turbine heating system.

Other work of interest;

Event Manager – O2 Iphone 4 launch

- Arranging a location to provide me with 75 newspapers for 6.30am
- Ensuring staff were on task and knew what they were needed to do
- Locating deliveries of foods and uniforms
- Handling food safely and hygienically and arranging it appetisingly
- Chatting to waiting customers
- Answering questions
- Offering refreshments and papers to keep customers happy
- Arranging staff break times at suitable staggered intervals
- Keeping staff on task



2010 - Flora Heart Age Campaign

- Set up flora display at the beginning of the day
- Working alongside celebrity chef Jean Christophe Novelli creating awareness of his presence and the fact he would be doing demonstrations, signings and giving food samples
- food sampling
- Offering heart age tests online asking questions and recording them and communicating what it meant inviting to buy
- Telling customers about the benefits of Flora heart age
- Persuading people to enter competition



2010 - Unilever Brand Ambassador - sales and sampling

- Working instore on numerous unilever products
- Raising awareness of new products/improvements
- Offering samples of the latest products and communicating current offers and generating sales
- Recording the number of sales.
- Informing customers of the new ingredients and telling them of the current discount offer.



2010 - Virgin media package deal awareness

- Object to increase footfall into the Virgin Media store
- Approaching potential customers with printed material
- Asking if they are aware of the current competitive offers available
- Directing them to the stores location

2010 - World cup Scratch card promotion

- Offering a free scratch card to anyone who had made a purchase from the shopping mall
- Encouraging shoppers to enter a competition
- Directing winners to collect their prize
- Grabbing attention of passers by

2010

Virgin media broadband awareness

- Object to increase footfall into the Virgin Media store
- Approaching potential customers with printed material
- Asking if they are aware of the current competitive offers available
- Directing them to the stores location

2010

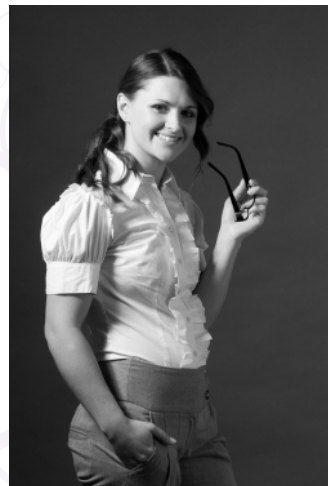
Virgin media mobile contract awareness campaign

- Object to increase footfall into the Virgin Media store
- Approaching potential customers with printed material
- Asking if they are aware of the current competitive offers available
- Directing them to the stores location

2010

Moda NEC – Michaela Louisa

- Stand work – assisting models in changing of outfits
- chatting to clients and making them feel welcome with snacks and drinks
- Taking orders from clients onto booking sheets
- Showing clothing to clients
- Getting models to try clothing for a client
- Calling clothing info out for a booking
- Clearing up, keeping area tidy
- Tidying garments and making sure clothing is put back on shelves from changing rooms
- Making sure clothing is displayed correctly and tidily spaced on the clothing racks
- Dismantling the display at the end of the show



2009

Photographic model

- Photographic model for Betterware leaflet campaign

Sampling – Giovanni Rana

- Handing out free samples of Giovanni Rana pasta and informing people of the new flavours etc.

Sampling – Dove and Lynx Christmas gift sets

- Persuading customers at boots stores to purchase the new Lynx and Dove gift sets in the 3 for 2 offers.
- Recording the number of sales.
- Taking pictures to send back to the client.

Sampling – Vaseline Intensive range

- Offering samples of the latest Vaseline products as well as offering free skin tests to show how the cream improves the skins moisture.
- Recording the number of sales.
- Informing customers of the new ingredients and telling them of the current discount offer.

2009

Leafleting – Cool Trader Stores

- Handing out leaflets and telling possible customers of the stores location and current offers.

2007

Leafleting – Centro

- Handing out leaflets advertising a new discount card.

2006

Number One Model Management

Argos Catalogue

- Photographic Modelling

2006

Mystery Shopping – Smirnoff Ice

- Going to a night club and checking that Smirnoff Ice was correctly displayed.
- Filling out a questionnaire

2005

Hospitality at Silverstone for the F1 Grand prix;

- Greeting customers and showing them to their tables
- Making sure that customers are happy and have everything that they may need
- Receptionist; greeting guests and offering ear plugs when exiting to watch the race
- informing staff at which table each customer must be seated

2005

Bluewater – Royal Canin

Leafleting

- Giving out coupons for cat food, trying to persuade people to switch to the Royal Canin brand.

2005

Ford Focus ST

- Giving out flyers for a competition to win a track day
- Attempting to get people to text to enter the competition.

1990- 1999

- Child Photographic Modelling



Education

1997-2003

Cheslyn Hay High School

GCSE Exams taken in summer 2003;

Science Double Award	C,C
English	A
Language	A
English Literature	A
Maths	C
French	C
Art	A
Drama	C
Religious Education	B
Humanities	C
Short courses;	
Information Technology	B
Graphics	B

2003-2004 New College Telford

AS Exams;

English Language B

Fashion and Textiles D

B-tech National Diploma;

Technical Theatre Distinction

2004-2005 New College Telford

A2 Exams;

English Language C

Fashion and Textiles D

B-tech National Diploma;

Technical Theatre

Distinction

2009

Wolverhampton College

Numeracy;

level 2

2009 – 2010

Teaching Assistance

level 2

2010

Health and Hygiene Certificate

2009 – Present

University of Wolverhampton

Currently studying a BA (hons) English Degree

