

HAYLEY

Personal statement

I am a reliable, hard working, confident and trustworthy and bubbly. I've done a variety of Promotional work from hostess work to sampling, which is listed below. Though I am a very sociable person and love to have fun I do take my work very seriously and whilst being competitive, I'm also a people person and enjoy working as a team.

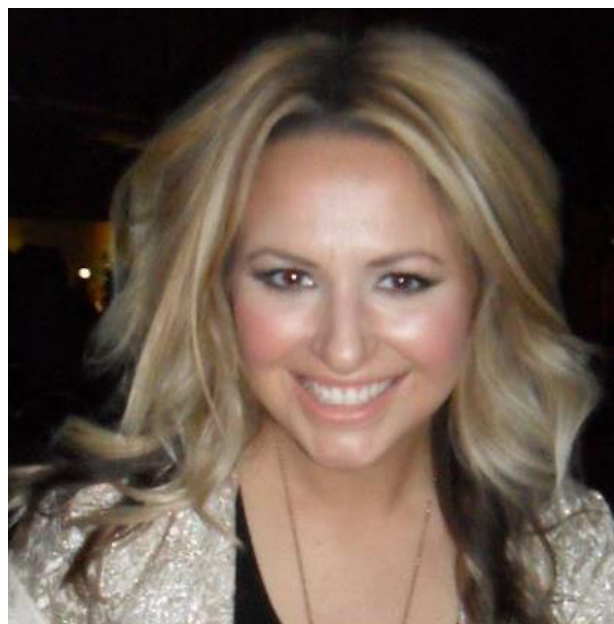
Statistics

Height: 5ft 6
Weight: 8.5 Stone
Bust: 32B
Dress: 8
Shoe: 5
Hips: 32 inch
Waist: 27 inch
Inside leg: 30 inch

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

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

Work Experience

October 2011: NEC Grand Designs show (Hostess)

For this role I was working at the Grand Designs show for a solar energy company. My main role was to attract attention to the stand and raise awareness of the use of solar panels. We had to be able to approach visitors of the show and explain the benefits of having solar panels on their roof. We also had to encourage people to take part in a scratch card game on the stand. I really enjoyed this role and found learning about solar energy very interesting. The clients were lovely people so it was nice to know we could help them out in some way.

September 2011: (Grid girl)

Staging a glamorous show on the start line for Le mans endurance series, promoting and selling programmes to visitors and various photo calls.

May-August 2011 : Firefly Marketing (Team Leader)

This is my third year in this role, and this year I went from BA to team leader. This role was a retail activity for JTI cigarettes which took place at various Festivals around the U.K. It consisted of interacting with the public, selling cigarettes and developing a strong brand awareness and product information. I worked with groups of 3 girls More often than not I was placed in the VIP both as a hostess interacting with clients and doing what I could to help them enjoy the festival.

May 2011:N power football league (brand ambassador)

Whilst working for N power my role was to openly talk to people at football matches about entering competitions, data entry, giving away N power merchandise and taking pictures with football fans.

May 2011:Adidas: Press Launch for New Predator football boot(hostess)

For this role I was a hostess. I was required to check people into the venue and manage the cloak room. This was a very high profile event therefore it was essential for all hostesses to be very polite and pro active.

April 2011:Maybelline cosmetics(Brand ambassador)

The purpose of this role was to attract new customers to the Maybelline brand and drive sales in Superdrug stores. I was expected to know the information on all Maybelline products and use this information to encourage customers to purchase the products. By using a friendly, knowledgeable and pro-active attitude I managed to exceed sales targets.



March 2011: Sony Ericsson Xperia play Launch

This role was really exciting as my role was to attend the Xperia play launch as a Brand Ambassador for the new Sony Ericsson Xperia play handset (with playstation technology). This was a high profile event with many people from the gaming industry attending. As Brand Ambassadors we were required to be experts on the handsets, and to demonstrate them to VIP at the launch.

Feb 2011 Virgin Media Angel

For this activity I was a hostess outside cinema screens for VIP virgin customers who had been chosen to view the films for free in reward for being Virgin Media customers. The intention of this activity was for Virgin Media to show their customers that they are valued. I had to make Virgin customers feel welcome and ensure they enjoyed the experience.

November 2010- Coke Zero

Whilst working on the Coke zero campaign we were giving people the chance to sample Coke Zero, we also had a VIP area in which we were required to target men to try coke zero and enjoy a game of Fifa on the Playstation three. I in particular was manning this area and also entering men into the competition using a PDA.

November 2010 Cadburys' Wishes

During my time working as a brand ambassador for the Cadburys' wishes campaign I was one of 4 staff working in a Christmas grotto outside one of Britain's largest shopping centres. Inside the grotto we were required to encourage children to experience the Christmas spirit along with sampling a variety of Cadburys chocolate.

September –October 2010 Topshop

At present I am a team leader for Topshop's in store promotions. My role as team leader was to manage the promotional activity and my team to create a buzz around Topshop. The goal of these promotions is drive footfall into the store through competitions and for potential customers to have an enjoyable time during the in store activities.

May-September 2010 Firefly Marketing

This role was a retail activity for Gallaher cigarettes which took place at various Festivals around the U.K. It consisted of interacting with the public, selling cigarettes and developing a strong brand awareness and product information. More often than not I was placed in the VIP both as a hostess interacting with clients and doing what I could to help them enjoy the festival. I enjoyed this role so much last summer that I went back again this year.

July- September 09 Firefly Marketing

This role was a retail activity for Gallaher cigarettes which took place at various Festivals around the U.K. It consisted of interacting with the public, selling cigarettes and developing a strong brand awareness and product information.

June- October 09 Hospitality/Hostessing Sussex County Cricket Club

Our role at the cricket club was to encourage people to enter the raffle at each 20/20 match. We also did various other activities for example showing corporate clients to the hospitality area, pouring drinks and taking them to their correct tables. We were first port of contact for the majority of corporate staff. We finished the season working as hostesses at the 2009 Sussex county cricket awards.

July -August 08 Nissan Promotions

In this role I worked for Nissan Cars at various Motor shows, my role involved, collecting leads, learning information about the cars and promoting the vehicles to potential buyers. A friendly positive attitude was needed for this role.

July 08 Impulse Campaign

My role for the impulse campaign was to attract attention to the new impulse fragrances by going to different bars and giving away free samples to ladies.

I also had to encourage ladies to send a free shot curtesy of impulse to a man they fancied. This was a fun job but very challenging as I had to be very persuasive.

August 07

During My Time As A Health And Beauty Promoter I Was Given Various Brands And Products To Promote Such As, John Frieda, Olay And Maybelline.

The Aim Was To Create A Buzz On A Particular Product In Different Venues Such As, Shopping Centers, Cinemas, And Stores By Giving Away Samples, Doing Demonstrations And Highlighting The Benefits Of Buying That Particular Product. This Role Required Confidence, Product Knowledge, Quick Thinking And Also An Approachable, Friendly Personality.

July 07

Mind- Drop In Center/Befriender

Whilst Working At The Drop In Center I Have To Generally Make Sure All Service Users Are Happy And Comfortable. We Play Games Such As Bingo And Also Have An Art Class, Guitar Class And Poetry Class.

This Is A Once A Week Commitment And Is Only Voluntary But I Find It Very Rewarding And Hope To Work In The Mental Health Field Eventually So It's Great Experience.

June-Jul 07

Silverstone – Vip Hospitality

Generally Hostessing/Hospitality Duties.

Meeting And Greeting Clients With A Polite And Cheerful Manner Whilst Helping Them To Their Seats.

Taking Orders For Drinks And Generally Keeping Clients Happy.

Good Customer Service Was A Must For This Job.

My Ability To Work Well As A Team With Waitresses, Bar Staff And Event Organisers Was Also Very Valuable And Made The Job A Lot Easier.

Although This Job Was Very Fast Paced It Was Thoroughly Enjoyable.

Donnington Park- Field Marketing

At Donnington We Were Asked To Collect Leads, Which Included Names Addresses And Telephone Numbers.

We Were Expected To Meet Targets Of How Many Leads Per Day.

The Most Important Part Of This Job Was Approaching People With A Confident Manner And Making The Product Sound More Desirable To Customers In Order To Persuade Them To Give Us Their Details.

I Was Very Successful In This Role More Than Likely Because Of My Confident, Honest And Friendly Approach.

Dec 06- March 07

Nokia Campaign/Road Show – Clothes Show Live

This Job More Than Anything Was Fun, However My Powers Of Persuasion Were Again Set To Work.

For Clothes Show Live It Was Necessary To Encourage People To Enter Our Competition In Order To Win A Knew Nokia Hand Set, Again Making The Product Sound Desirable Was A Must In Order To Encourage People To Want The Prize.

At The Clothes Show We Were Again Asked To Ensure We Met Daily Targets.

For The Road Show We Traveled The Country In Hopes Of Achieving The Worlds Longest Online Catwalk.

Our Job Was To Encourage People To Get Up On The Catwalk And Strut Their Stuff In Hopes Of Winning A Knew Nokia Handset, Their Walk Down The Catwalk Would Then Be Uploaded Onto The Nokia Website Where They Could View, This In Turn Entered Them Into The Competition.

This Job Lasted A Good Few Months And Though A Little Tedious At Times Myself And At Times Myself Were Always Persistent And We Did In Fact Manage To Create The World's Longest Online Catwalk And Boost Sales Of The Most Fashionable Handsets Of 2007 The La Moiré Range.

August 06

Reception/General Admin- Extra Personnel Recruitment

At Extra I Was The First Port Of Contact So Making A Good First Impression Was Essential.

Taking Incoming Calls And Making Outbound Calls To Check Availability.

Generally Advising Job Seekers.

Reading Through Cv's And Keeping Good Ones To Make The Consultants Job Easier.
Also General Admin, Sending Letters, Replying To Emails And Faxes, Taking Messages.

Education & Qualifications

6th Form President Kennedy School

- A Level Philosophy Grade B
- A level Psychology Grade C
- AS General Studies Grade C

A Level English Literature Grade – C

BA Honours, Humanities- University Brighton 2:1

