

# LEONA

## Personal statement

I am a hardworking individual and I always put 100% effort into everything that I do. I work well as an individual and also as part of a team. I believe that my strongest qualities are that I am always willing to try new things and I love a challenge, I also enjoy helping others and Will make the most of all opportunities and I am very keen to learn more and become more experienced.

I am interested in modelling and promotional work and I feel I have the perfect personality for this. I have always worked with people and I thoroughly enjoy it. I am always happy to try new things and love new challenges.

## Statistics

## 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

## Work Experience

September 2007 - Present The Village Hotel, Castlegate Park  
Birmingham Road, Dudley, West Midlands, DY1 4TB

### Here Is Just Some Of My Promotions Work Listed Below

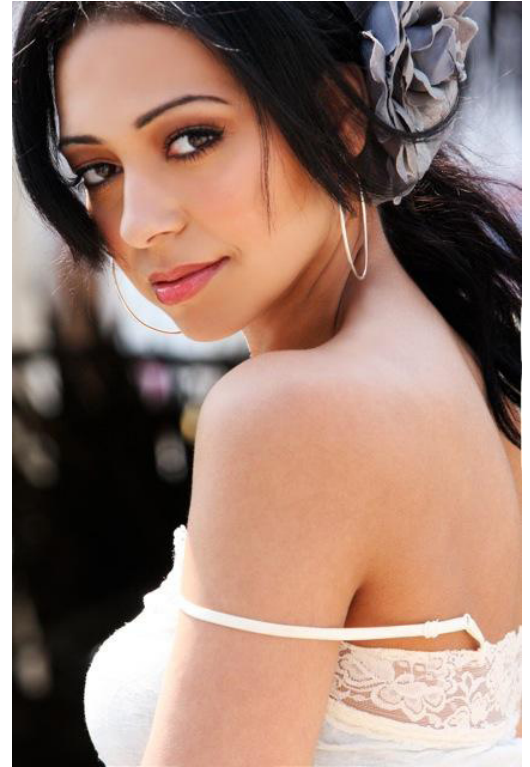
17th October 2008 + 24th October 2008 and September 2009  
Promotions and leafleting for Village Hotel Dudley

On these days I spent 4 hours going around merry hill Shopping Centre with two colleges handing out leaflets for the Village Hotel and also going into shops and promoting the Christmas parties and encouraging them to book with us. The visits were a success and resulted in several group bookings.

I really enjoyed this and would definitely like to do something similar in the future.

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



## **November - December 2008**

### **Fragrance Promotions - Debenhams Birmingham**

Working On The Aspects Counter, Serving And Advising Customers About Different Products And Encouraging Them To Try Them, Which Leads Into Sales. Making Sure The Counter Is Always Tidy And There Is Always Enough Stock And Testers. **Continued Page 2**

## **February 2009**

### **Wedding Exhibition Model For Tres Charmante – Village Hotel Dudley**

This Involved Modelling Various Wedding And Prom Dresses At A Wedding Exhibition And I Had To Model Them On A Catwalk.

## **August/September 2009**

### **Espn Promotions – Various Football Grounds**

Working At Aston Villa, Birmingham City And Wolverhampton Wanderers Football Grounds Promoting Espn. This Involved Handing Out Espn Leaflets To People And Telling Them About The New Tv Channel And Also Encouraging Them To Fill Out The Prize Draw Entry Slip.

## **September/October 2009**

### **Body Shop Promotions**

I Worked With Another Promo Girl For The Body Shop Handing Out Leaflets And Encouraging Customers To Come Instore To Have A Look Around And Hopefully Buy A Product.

## **December 2009**

### **Driving Experiences Promo Girl**

#### **[www.drivingexperiences.co.uk](http://www.drivingexperiences.co.uk)**

I Worked For Driving Experiences At The Merry Hill Shopping Centre Next To A Ferrari.

I Had To Tell Shoppers And Passers By About The Cars And The Packages. Give Them Leaflets And Encourage Them To Book A Package With Driving Experiences.

## **January/ February 2010**

### **Garnier Eye Make Up Promo**

I Worked On A Garnier Eye Make Up Launch And I Had To Demonstrate On Customers And Explain To Them About The Product And What It Does.

I Also Had To Try And Encourage Sales And Positive Feedback.

## **February 2010**

### **Reward Me Card Weekend Sign Up**

I Worked At A Shopping Mall In Birmingham For A Weekend Signing People Up To A Free Reward Card Which Was Offering Them Discounts In The Mall. And Also Giving Out Free Goody Bags.

## **March 2010**

### **La Fitness Gym Promotion**

I Worked For La Fitness Gym Signing Up People For A Free Day Pass Which Will Hopefully Encourage Them To Come In And Eventually Sign Up For Membership.

## **March 2010**

### **Maybelline Stay 24 Hour Foundation Promotion/Launch**

I Worked On A Maybelline Make Up Launch And I Had To Demonstrate On Customers And Explain To Them About The Product And What It Does And Tell Them The Benefits Of The Product Too.

I Also Had To Try And Encourage Sales And Positive Feedback.

## **April 2010**

### **Alpro Soya Promotion - Brand Ambassador**

I Worked On The Promotion For Alpro Soya Products. My Role Was Basically To Sample Various Products From The Range, Raise Product Awareness And Also To Let People Know The Benefits Of The Products And All About It.

This Was A Great Campaign And I Really Enjoyed Learning About The Alpro Soya Range.

## **May 2010 - October 2010 - Ongoing Campaign - Marlboro Brightleaf Campaign**

I Am A Brand Ambassador For The Marlboro Ongoing Promotion In 2010.

My Duties Involve Going To Events, Nightclubs Etc, As A Marlboro Rep Providing Legal Smokers With Information On The New Brand And Also Selling It To Them If They Wish.

### **June 2010 - Moto Gp - Moto Gp 2009/10 Game Promotion/Launch**

I Worked As A Brand Ambassador On The Moto Gp Stand With Four Other Girls. My Job Role Was To Get Customers Onto The Stand To Trial The New Moto Gp Game On The Games Consoles For The Chance To Win A Designer Watch And Also To Have Pictures Taken With Customers On The Podium. This Job Involved A Lot Of Customer Interaction And Was A Fun Job.

### **August 2010 - Nature Valley Hitsquad**

I Worked As A Brand Ambassador For Nature Valley, This Was Handing Out Free Samples Of Nature Valley And Raising Awareness Of The Product And Also Telling Customers About The Product And Its Benefits.

### **September 2010 - Model For Leather Sofa World**

Modelling For Website [www.leathersofaworld.com](http://www.leathersofaworld.com)

### **September 2010 - Tv Extra Bbc Hustle**

Tv Extra On Two Occasions For Bbc Hustle.

### **October 2010 - Virgin Media Leafletting**

Working As A Brand Ambassador For Virgin Media. Handing Out Leaflets About The Latest In Store Deals And Trying To Get People Into The Store To Find Out More.

### **October 2010 - Think Bike Promotion/Model**

Working As A Promotional Model At An Event For Bikers, Handing Out Literature And Posing For Photographs With The Public On The Think Bike Model.

### **December 2010 - Gentleman's Night Out Charity Evening - Model**

This Is A Charity Event Which Involves Lots Of Different Activities And Fundraising With All Money Going To Charity. My Duty Was To Dress Up In Fancy Dress And Hand Out Prizes In The Auction And Raffle And Welcome And Greet Guests.

### **January 2011 - Autosport International 2011**

My Duty Whilst Working For Ezi Up Shelters At Autosport Was Stand Hosting And Welcoming Customers To The Stand And Also Handing Out Literature. Also Having Photos Taken With The Public

### **February 2011 - Apple Student Promotion**

The Apple Promotion Involved Touring Different Universities In The Uk And Promoting The Exclusive 15% Student Discount That Apple Were Offering Online.

My Role Was To Inform Students Of The Offer And Let Them Know What It Was All About And Also To Collect Data And Enter Students Into A Free Prize Draw To Win A Brand New Ipad.

This Promotion Took Place On Many Days And Lots Of Different Universities.

### **February 2011- Spring Fair Nec**

At The Spring Fair I Worked As A Brand Ambassador For Giftware Pro Which Is A Networking Magazine.

My Role Was To Inform Customers About The New Magazine And What It Involves. And Also To Take Customers Details Which Will Subscribe Them To The Free Monthly Magazine.

### **March 2011 - The Gadget Show NEC**

At The Gadget Show I worked for JVC as a brand ambassador.

my role was to get customers on to the stand and show them all the demonstrations of the products that were on offer.

I also had to inform customers about different products and prices and benefits too.

There was also a 10% show offer on all JVC products which I was also promoting.

### **April 2011 - Moroccan Conference - Assistant event manager**

I worked as an assistant event manager at the annual Moroccan Conference which was held in Birmingham.

My role was to help set up and assist the exhibitors and tell them where to go etc. and also sign people in.

I also had to make sure that the schedule ran smoothly and present awards to exhibitors.

**I also had to collect data and feedback.**

### **May/June/July 2011 Weight Watchers Roadshow – Brand Ambassador**

My role as a Brand Ambassador on the Weight Watchers roadshow was to educate people about the brand, let people know that they can sign up to meetings on the day and speak to a weight watchers rep from their area.

I also sampled some of the weight watchers food and let people know about what they were sampling .

This was a roadshow which went all over the UK to major cities.

### **Leafleting**

2007: Dragon Eye 2010: Barclays, Vision Express, Shakespeare Birthplace Trust

### **Merchandising**

2005-2009: Concessions Management International

### **Sales**

2005-2007: All Saints Retail 2006: Official Girls Aloud tour merchandise

### **Sampling**

2009: Champagne Sushi 2010: Ferrero Rocher, Waitrose 2011: Cajun Thunder/Southern Comfort, Pret a Manger

### **Acting**

Grade 8 Acting, LAMDA, Honours.

### **Bar Person**

4 years bar and hostess experience having worked in bars/nightclubs and at private events. Attended Louis Vuitton-Moet Hennessy

## **Education**

### **GCSE**

English - D,D

Maths - D

Science - D,D

food Technology - C

Dance - D

Religious education - D

Business studies- E,E

### **BTEC First Diploma Travel and Tourism**

Key skills application of Number level 2

Key skills communications level 2

Airline customer service agents Level 2

Airline Welcome Level 2 progression Unit

Air Cabin Crew skills Level 2

### **BTEC National Certificate Travel and Tourism**

Key skills in information and communication technology level 2

Key skills in working with others level 2

### **September 2000 - June 2005**

#### **Hillcrest School and community college**

Simms lane

Netherton

Dudley,

DY2 OPB

### **September 2005- June 2006**

#### **Dudley college of Technology**

The Broadway, Dudley

West Midlands

DY1 4AS

Achieved BTEC 1st Diploma in Travel and Tourism.

### **September 2006- June 2008 Dudley college of technology**

Achieved BTEC National certificate in Travel and tourism

Achieved BTEC 1st Diploma in Travel and Tourism.

### **September 2006- June 2008 Dudley college of technology**

Achieved BTEC National certificate in Travel and tourism

