

MELYSA W

Personal statement

I have worked within promotions since 2002, predominately within the luxury car market, with names such as Range Rover, Mercedes and Jaguar, working within the showroom and on conferences, promotions and VIP events. I also work on Fashion and arts events, which have included London Fashion Week, Clothes Show Live and the BAFTA awards ceremony.

Working freelance with different companies has enabled me to build my experience and breadth of knowledge. I have a keen eye for detail and an impeccable record, together with an image and demeanor which is an asset for companies at their events. My work ethic and professional approach has ensured that I am requested by many clients in advance of their events to ensure my involvement.

Statistics

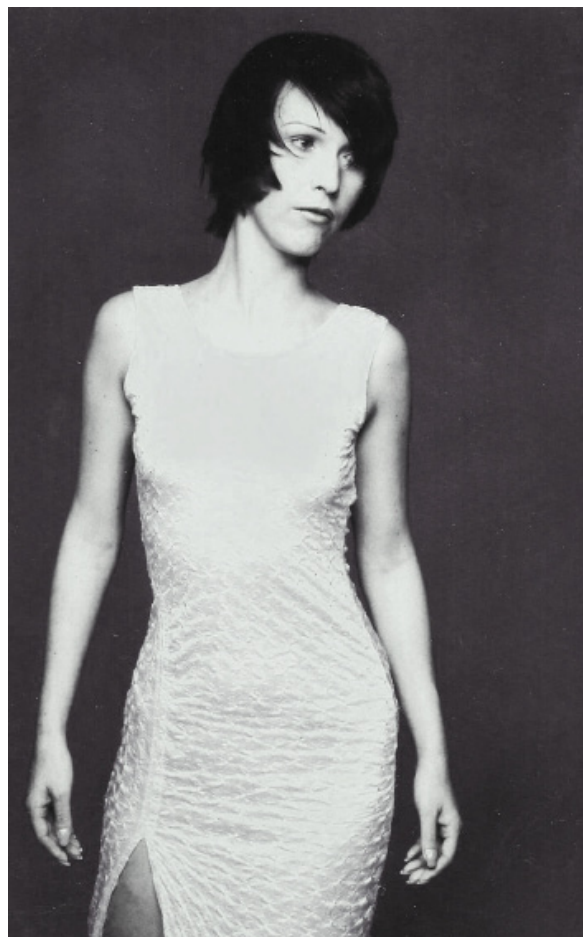
AGE	36	HAIR	Black
NATIONALITY	British	EYES	Green
HEIGHT	5'6"	SKIN	Fair
BUST/WAIST/HIPS	34"/24"/34"	DRESS	8/10
BUILD	Slim	SHOE	6/7

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 leafletting campaigns and promotions
- P R and Publicity Campaigns

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



Work Experience

DUTIES:

- Reception
- Registration
- Management of Meeting Rooms
- Running of Press Office
- Company Ambassador Duties
- VIP Hostessing and Hospitality
- Sales and Promotions
- Booking Travel, Accommodation and Restaurants
- Stand Management
- Event Coordination
- Presenting
- Tour Guide Duties
- Data Capture
- Sampling

EVENTS AND EXHIBITIONS:

- Range Rover Evoque Tour - 2011
- Mercedes-Benz conferences, promotions, VIP events, Canwell Show - 2011 & 2000 - 2005
Bleinhams Palace - 2011
- Jaguar conferences - 2008 & 2009
- Nissan at county shows tour - 2007 & 2006
- Volkswagen conferences - 2000 - 2004
- FIA World Touring Car Championships - 2011
- Formula 1 Grand Prix - 2001 - 2007
- Suzuki at World Superbikes Championships
Donington - 2003 - 2005
- The Classic Motor Show - 2008 - 2010
- The Motor Show for Subaru - 2004
- Mitsubishi - 2002
- Volkswagen - 2000
- International Motorcycle Show
for Honda - 2007 - 2009

Education/ Qualifications

Birmingham School of Acting - Creative Drama - 1999
Surrey Institute of Art and Design - BA (Hons) Fashion
Promotion and Journalism - 1996
Coventry Technical College - BDS (British Display Society)
Diploma in Display - 1993

- Qualified & experienced Fashion Stylist and Fashion Show Coordinator, please see website - www.melysawilson.co.uk for further details, including clients and photos.
- Visual Merchandiser and Display Artist for exhibition and event set ups.
- Qualified florist.
- Full, clean driving license and own car.
- Parasailed and skydived at 14,000 ft & hold AFF Level 1 Skydiving.

FASHION INDUSTRY / ARTS

- London Fashion Week - 2009 - 2011
- John Lewis Autistica Charity Lunch and Fashion Show at Clivedon House - 2011
- Britain and Ireland's Next Top Model Live - 2011
- London Fashion Weekend - 2008 - 2011
- Clothes Show Live - 2002 - Present
- National Wedding Show - 2002 - Present
- MODA - 2002 - Present
- Pure London - 2002 - 2004
- BAFTAS - 2009
- One Big Sunday Radio 1 VIP Lounge - 2003
- IPEX - 1999 - Present
- Spring and Autumn Fairs - 2002 - Present
- The Good Food Show - 2005, 2006 & 2011
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MODELLING

- Toni and Guy Hair Shows - 2000 - Present
- British Beauty Show - 2004
- Graduate Fashion Week - 2001
- Melbourne Fashion Week - 2000

ACTING

TV

- Casualty
- Grease Monkeys
- Dalziel & Pascoe
- Judge John Deed
- Dangerfield
- Out Of Hours

POP PROMOS

- The Devine Comedy - Pop Singers Fear of the Pollen Count.

