

# RICHARD

## Personal statement

A bold, bright, self-motivated, enthusiastic and competitive promotions professional, with the ability to continually exceed agreed targets. Have a high level of customer service and a proven track record in all types of promotional work. Able to work on own initiative and as part of a team.

## 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
  
- Excellent Communicational Skills
- Highly Motivated
- Excellent Team Player
- Reliable
- Adaptable
- Excellent Negotiator
- Hard Working
- Excellent Customer Service Skills

### Notable Achievements

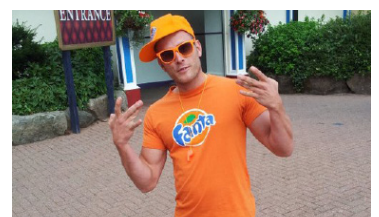
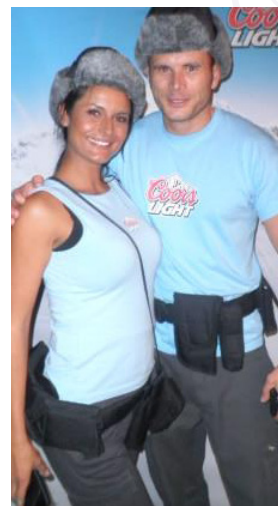
- Winning a trip to New York from Touch Group Plc for being top salesman for a 3-month period.
- Bringing on board the below clients for Touch Group Plc:
- Norwich Union Direct
- Lands End
- Choices Direct
- D & A Opticians
- Britannia Hotels
- Price Runner
- Right Move
- Successfully completing these training courses at Teaching

### Personnel:

- Teaching Personnel Induction Visits
- Closing the Sales
- Objection Handling
- Opening the Sale
- Passing my driving test first time

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



# Work Experience

## Promotions Work:

Promotions, August 2008 – present

**Nintendo – Event Manager** – In store activity for the launch of Mario Kart on the 3DS.

**Coors Light – Team Leader/Sampling** – I was in charge of me and another member of staff. We had to set up a backdrop and lighting for photo opportunities in a bar, get people to have a photo in ski wear, take the photo, gather PDA info, and sample the drink.

**Powerade – Sampling** – Handing out bottles of Powerade to the general public and to general work places that fitted the target market such as garages, staff canteens in factories etc.

**Nectar – Event Manager** – This was an event that was call Pandemonium in the Park in Northampton. It was a one day festival with entertainment and branded stands. I was in charge of the Nectar stand. Duties included, setup/takedown of stand, managing the team, creating awareness of Nectar to public, signing people up for a Nectar card and reports.

**Fanta – Sampling** – Handing out small cans of fanta to the general public outside Alton Towers.

**Coke– Event Manager** – I was the Event Manager of 18 different members of staff who were sampling small cans of Coca Cola. The guys that I was working with were not normal promo staff, they were actual employees of Coke. The reason for this was to celebrate Coca Cola's 125th birthday. I had to transport the kit to the venue, help set up, allocate staff to work in both Underground and Train Stations, Make sure all staff had taken part in a Health and Safety talk with the station managers, cool the drinks, make sure the drinks given out were at 3 degrees in temperature and organize breaks.

**Cannon – Event Manager** – I was in charge of 8 BAs. The activity was based on 3 weekends around the UK. Duties included driving a Luton Van, Stand set up, managing the team with breaks, jobs etc, reports and increase sales of Cannon Printers in local stores.

**Diageo – Team Leader** – My main role was to manage a sampling team. Main duties included ringing up venue to confirm sampling was taking place, site pos and train bar staff on how to serve the perfect drink, set up sampling area, make up the drinks, sample drinks, take photos, motivate and manage BA's and complete reports at the end of the weekend.

**Alcatel – Retail Team (Demonstrator)** – This job is an on-going contract through-out the year calling in 180 phone stores around the Midlands area every quarter. My main duties are; to build rapport with the stores and get the Alcatel brand better known, demonstrate new handsets to store staff, give out free merchandise to store staff and report my findings daily via internet.

**Soda Stream – Demonstrator** – I had to demonstrate the new Soda Stream machines to the stores customers, give out samples, increase sales and create a buzz on the product.

**Colgate – Sampling** – Sampling the new Colgate toothpaste.

**Kleenex – Sampling** – This was a simple roll where I had to dress up in a white shirt, gold tie, and gold trousers and hand out samples of the new Kleenex ultra soft to women over 30 years of age.

**British American Tobacco – Team Leader** - My roll was Team Leader and I was responsible for looking after my team of two girls in and around the bars of Nottingham. My duties included picking up and taking back stock, cashing up, paying money into the agencies bank account and general management of the team to make sure everything ran properly.

**Observer – Sampling** – Handing out a free supplement from the Observer news paper.

**Nintendo - Gold Team** – Same as previous description

**HP – Demonstrator** – To increase sales of HP Laptops and Desktops in PC world. I also had to show the customer the basics of Windows 7.

**Diageo – Audit** – I had to do 5 calls a day at Tesco and Asda stores. The main focus of the calls was to complete an audit on stock, replenish missing stock, complete compliance check, merchandise and build displays.

**Lexmark – Demonstrator/Sales** – I had to demonstrate and sell the new range of Lexmark printers to customers of a PC World over four weekends. My target was £914 per weekend and I manage to smash the target every week averaging £1600 per weekend. I did so well that Lexmark rang me directly and asked me if I wanted a permanent position at the store.

**Nintendo – Gold Team** – Same as previous description (Mon-Fri for 8 weeks).

**Alcatel Mobiles – Demonstrator** – I had to call in on 36 mobile phone stores and teach store staff the key features of a range of Alcatel mobile phones.

**Council – Rigger/Promoter** – This was my first rigging job. I had to assist a team in building up fences, stands, marquees etc for a cycling event in Leicester. I then had to come back the next day and give out free bibs and water to the participants of the event.

**Nintendo – Sampler** – This was another campaign for Nintendo and it was to promote the new release of ‘Wii Sports Resort’. I did this around the Hampshire and Dorset area and it was based on a 4 week contract, three days a week.

**Maoam – Sampler** – This was a nice job, basically I had to go around the city centre giving out free samples of a new sweet from Maoam called Chew Two, and then try and drive traffic to their website by promote a online competition. I actually got Mystery Shopped on this campaign and was left with some really positive feedback. The mystery shopper was very impressed with me.

**Optrex – Sampler** – 3 week contract sampling the new eye spray. I had to try and get people to spray their eyes with a new treatment that treats dry eyes. I also had to increase sales within the store. My 1st week I increased sales by 30%

**Sony Ericsson – Demonstrating** - My roll was to go around various phone stores around the East Midlands area, demonstrating the features and benefits of the new Sony Ericsson W995 handset. I also had to promote an in store competition and give out give-a-ways.

**Mercedes – Shoe Shiner** – I had to shoe shine guest’s shoes at a VIP party.

**Nintendo – Sampler** – This campaign was based in a 2 day festival in Bournemouth called ‘The Rugby Sevens’. My main duties included getting people to have ago on the Wii Fit.

**Freeview – Promotion** – I was part of a team of 4 that had to let the public know about the digital switch over that was happening in the Dorset area.

**Nintendo – Demonstrator** – Six week contract demonstrating the Nintendo Dsi inside different stores around the Midlands area. The contract is based on a 3-day week (Friday, Saturday, and Sunday) and is due to finish on the 10/05/09.

**Wild Bean Café – Sampling** – After passing my Food Safety & Hygiene Certificate I was able to do this campaign. I had to give out free samples of new hot wraps to customers who came into the garage.

**Walls – Merchandising** – I had to visit 180 stores within a 4 week period, and merchandise the freezer with new Walls Ice cream POS. I also had to try and get some orders for ice cream and generate Freezer sales leads.

**Smoking – Team Leader** – I was a Team Leader of 4 people. The campaign was split into two parts. The first was we had to split up and target news agents in the area and try and sell some smoking paper stock to them. The other part was to go around the university campus and give out free samples of the smoking papers with a flyer to try and increase traffic to ‘Smoking’ website. As I was Team Leader, I had to motivate and help the team when ever possible, take photos, organize and plan areas to target and do a report at the end of each day.

**HP – Demonstrating** – For this campaign I had to demonstrate the Touchsmart desktop PC to potential customers and try and increase sales. I successfully sold every machine that PC World got in.

**Nintendo – Brand Ambassador** – This promotion was on a full-time basis (Mon-Fri) for Nintendo in the South-West region. My day to day duties include setting up POS, merchandising, staff training and completing audits. This contract finished at the end of December.

**MFI – Lead taking** – My roll was to take sales leads for sales consultants for kitchens, bedrooms and bathrooms. I also had to demonstrate certain features to the customers. The promotion was on for a 4 week period, however, as generated so many good leads for the store, the store increase the campaign for another 4 weeks.

**Sony Ericsson – Demonstrating - Sony Ericsson – Demonstrating** - My roll was to go around various phone stores around the East Midlands, demonstrating the features and benefits of a new handset from Sony Ericsson to the store staff, focusing mainly on the video quality of the phone. I also had to promote a text to win competition and give away freebies.

**Nintendo Wii – Demonstrating** – Once again I had to demonstrate the Nintendo Wii to the general public. Because I have done such a good job for Nintendo in the past, I have been asked to work for them for a 3 month contract starting on the 20th October 2008.

**Tropicana, San Antonio – Ibiza – May 2008 – August 2008**

This was my third season in Ibiza promoting for this bar. I worked for the bar in 2006 & 2007 and because I did such a good job, they requested I came back again, this year.

## Promotions, October 2007 – May 2008

Completing various promotional campaigns for clients on a full-time basis.

### Campaigns so far:

**Sony Ericsson – Demonstrating** – Since the release of a new handset, Sony Ericsson were having some software issues with it. Because of this, I had to go around stores in the East Midlands, and train staff up on how to update the new software on the handset, so that they could then relay this back to their customers.

**Nintendo Wii – Demonstrating** – For this promotion, I had to demonstrate the Nintendo Wii to the general public, and promote the health and fitness side of playing certain games on the console.

**British American Tobacco** – Complete an Audit on behalf of Pall Mall cigarettes

**Nintendo DS – Demonstrating** – My roll was to allow customers in the Debanhams and Argos stores to have a go at 3 different educational games on the Nintendo DS, and try to increase sales of the games and consoles.

**Walls – Merchandising** – I had to visit 220 stores within a 4 week period, and merchandise the freezer with new Walls Ice cream POS. I also had to try and take some orders for ice cream and generate Freezer sale leads.

**JJB Audit** – Complete an Audit on behalf of Addidas

**Co-op – Merchandising** – I had to put up, and merchandise cardboard stands for a Bisto promotion, around Co-op stores in Nottinghamshire.

**Tassimo – Demonstrating** – This involved demonstrating the Tassimo coffee making machine in different stores around Nottingham, Derby and Leicester.

**Tilda Rice – Sampling** – This promotion was to give out free samples of different flavors of Tilda rice, to students at the Leicester University, through-out the day and night.

**Sony Ericsson – Demonstrating** - My roll was to go around various phone stores around the country, demonstrating the features and benefits of two new handsets from Sony Ericsson to the staff.

**National Express – Leafleting** – I was the team leader for a promotion for a new student bus service from the National Express.

**Bookstart – Free gift distribution** – This involved giving a free book from Bookstart to adults that had children under the age of 4 years old. I also had to promote the fact that it was National Book Day.

## Tropicana, San Antonio – Ibiza – May 2007 – September 2007

This was my second season in Ibiza promoting for this bar. I worked for the bar in 2006 and because I did such a good job, they requested I came back this year.

Main responsibilities included:

- Responsible for promoting the bar to the holiday makers
- Organizing and managing the PR Team

Promotions, - March 2007 – May 2007

Completed various promotional campaigns for clients, on a part-time basis.

Campaigns included:

**New Look – Polaroid promotion** – This involved going around the city centre asking both men and women if they would like to take part in a competition which involved their picture being taken. Also while doing this I had to promote the new store that had just opened.

### Vodafone – Leafleting – Basic leafleting

**The Cheque Centre – Balloon and leaflet promotion** – The Cheque Centre is a new store that has recently opened around the UK. My roll was to go around various city centre locations (Which had a store in them) and promote it by giving out both balloons and leaflets.

**Sabai – Drinks Sampling**– Sabai launched a new flavour of their alcoholic drink. My job was to go around various bars in Nottingham/Mansfield, and give out free samples of the drink.

### Buzz Magazine Company, Derby – March 2007 – May 2007

Buzz Magazine is a brand new Local Magazine which was being launched in June. My job was to sell advertising space in the magazine to local businesses to try and increase their brand awareness in their local area. The job was target driven and high pressured, however I took it into my stride, and became a very successful member of their sales team.

Main responsibilities included:

- Cold calling customers

### The Local Magazine Company, Nottingham - January 2007 - February 2007

The Local Magazine Company is a national company that specializes in local magazine publications. The job was extremely high pressured and target driven however I took it in my stride and hit all my set targets. Here are my figures for the 4 weeks I was there,

W/C 08/01 - £2115 - Target - £500  
W/C 15/01 - £665 - Target - £450 (Due to sickness)  
W/C 22/01 - £1055 - Target - £1000  
W/C 29/01 - £1650 - Target - £1250

Main responsibilities included:

- Cold calling customers
- Lead Sourcing
- Basic admin work

#### **Barker Ross – JRA Research, Nottingham – October 2006 – January 2007**

Main Responsibilities included:

- Calling both business and consumers and trying to get them to participate in an online survey

#### **Tropicana, San Antonio – Ibiza – May 2006 – September 2006**

Main responsibilities included:

- Responsible for promoting the bar to the holiday makers

#### **Teaching Personnel, Nottingham/Leicester – August 2005 – May 2006**

This was my first job as a Recruitment Consultant and it was in the Education Sector. Teaching Personnel supplies both temporary and permanent teachers to schools nationwide. I was in charge and successfully ran the Nottingham and Nottinghamshire desk. I found the job perfect for my personality and I picked it up very quickly. I enjoyed the variety of tasks to do, and managed to build a desk exceeding 70 days out.

Main Responsibilities included:

Responsible for recruiting and interviewing teachers from all around the world. Organised all Nottingham/Nottinghamshire interviews which included finding a location to interview, arranging a time for the interview and collecting all documentation. Telesales for new clients and new candidates Service and sales visits of new and existing clients Negotiating rates of pay for teachers and charge rates for schools. Our Target was a margin of 29% or above. I maintain my desk above this target throughout my employment Maintained and serviced a desk of 28 using schools and 88 online teachers. Ensured correct paperwork (references, qualification verification, police checks etc) were completed

#### **Touch Group plc, Nottingham – Oct 2002 – April 2005**

This was my first sales job. I found the job high-pressured and challenging, however, it was a job that I had natural ability for. I was promoted to Assistant Team Manager within 3 months.

Main Responsibilities included:

- Assist with day to day running of a team
- Motivate team to hit weekly/monthly targets
- Lead Sourcing
- Cold Calling
- Handling a database of 100 clients
- Customer Service

#### **Via Fossa, Nottingham – May 2002 – Oct 2002**

Main responsibilities included:

- General bar duties
- Customer service
- Cash handling
- Food serving

#### **First Leisure – The Works Bar and Night Club, Nottingham – May 2001 – Feb 2002**

Main responsibilities included:

- Handing out Flyers
- Getting new Members to join club
- Distributing Posters
- Promoting both University nights around the Universities
- Organising special nights and promoting them, such as foam parties, star guests etc

#### **ProTemp Recruitment – Domestic & General, Nottingham – Feb 2001 – May 2001**

Main responsibilities included:

- Customer Service Skills
- Handling incoming calls

## Education

Alderman White School (GCSE Level)

Math's - C  
English - C  
Science - CC  
Design & Technology – A  
Art - C  
Business Studies & IT – C  
History - C  
English Lit – D  
German – G

Lake View Sixth Form Centre (A-Level)

Design & Technology – C  
Media Studies - D

STL

NVQ Level 2 – Customer Service