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Personal statement

My experience in events is comprehensive and extremely varied. Much of my experience is in events. I am increasingly interested and have experience in the preparation and planning side of events and i am looking to progress my career in this area. I have excellent leadership skills , and proven experience managing groups of people and delegating responsibilities. I have demonstrated capabilities to use my initiative and to resolve issues, including problems with deliveries and staff.

I have worked with, and continue to work with many large established brands such as, Harley Davidson, O2, L'Oreal and Auto Trader. In addition I have worked with brands in their infancy, where my role is instrumental in creating awareness of the company.

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
- P R and Publicity Campaigns
- Communication – Builds excellent work relationships with customers and colleagues alike.

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



Work Experience

Since 2003 to present date, I have worked primarily in events, promotions and hospitality. Below are some of my main duties and roles;

Exhibitions

I have worked at a vast number of exhibitions held at, Excel London, Earls Court and at the NEC. Exhibitions include The Education show, Classic Car show and Good food show. My main duties consist of; Brand awareness, collecting data and information by independently approaching the public, also hosting stands, which include welcoming delegates, organising meetings, supporting stand staff. Conference duties include; Time keeping of seminars, ensuring speakers are comfortable and prepared with relevant information and time schedules, also assisting with Q & A sessions.

Event Managing

I have event managed for clients such as WKD and Love film, this consisted of managing a small group of people, whilst sampling in a busy environment, getting feedback from consumers, liaising with bar management to relay stock levels. I was also responsible for organising breaks for staff and dealing with any lateness or problems. I also have vast experience working as a conference coordinator, supporting management to delegated tasks to ensure the event run smoothly.

Sampling and Demonstration

I have experience in a range of sampling and demonstrating work for brands such as WKD, Jameson Whiskey, Malibu, GHD, TomTom, Vodafone and many more. My experience includes; Setting up a display with POS, Interacting with potential customers to encourage sampling products. Familiarising myself with briefs and products to ensure I am knowledgeable and informative at all times. Offering incentives to help increase sales. Keeping stock records and representing the brand to a high standard.

Motorsport

I have lots of experience in the motorsport industry and worked at events such as Carbon Black Rally, British Superbikes, British Touring cars. I worked as a grid girl and did general promotional duties that include interacting with the public, distributing promotional material, keeping professional attitude at all times, and representing the brand to the highest standard.

Education

Queens School, Wisbech.

9 GCSE'S A-C Including English, Maths and Science.



Interests and Hobbies

- I enjoy attending festivals and music events.
- I am a keen motorcyclist, snowboarder and all round adrenaline seeker.
- I enjoy holidaying to America, Canada and city breaks.
- I love being outdoors, hiking, biking, surfing and camping.