

# FRANKIE

## Personal statement

I am reliable, punctual, and friendly and always up for a challenge, I put my all into any situation and enjoy meeting new people. I enjoy Going to the gym, cycling, spending time with friends and family.

Driving; I have taken my pass plus advanced driving test. I have a full clean UK driving License and own a car.

### Statistics

Height - 5'3

Dress - 8

Shoe - 4

Waist - 28

Hip - 37

Inside leg - 29

Bust - 30D

## 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

### Photography

Textiles; since studying fashion and textiles at college I take time to make textile pieces for friends and family. **Continued page 2**



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

## Work Experience

### Promotions

Assignments for Well Done Promotions 2011

#### **Autosport 2011**

NEC JRM Sport leafleting awareness data capture

#### **Spring Fair 2011**

NEC selling a vast range of jewelery products to the trade

#### **The UK concrete Show NEC 2011**

Co ordinate, demonstrate present x 4 shows daily

#### **Ecobuild 2011 EXCEL Docklands London**

Selling subscriptions to the trade for trade publication "Installer Live" (did Birmingham show client insisted he wanted me for the larger London event)

**(Continued Page 2)**

## Work Experience (continued)

#### **Traffex Show 2011 NEC**

Approach retain hospitality data capture introduce to sales team member

#### **Medtec UK 2011 NEC ni.com publication**

Subscription sales to the profession.

#### **BBC Summer Good Food Show 2011 NEC**

Selling a vast range of drinks offers to the public (client has booked me twice before for this job and also London November /December)

#### **Morris Mellett Renewables**

On going campaign various Garden Centres throughout the Midlands in-store promotion lead and appointment generating for solar panels and home wind turbine heating system.

#### **Other work of interest;**

#### **Event Manager – O2 Iphone 4 launch**

- Arranging a location to provide me with 75 newspapers for 6.30am
- Ensuring staff were on task and knew what they were needed to do
- Locating deliveries of foods and uniforms
- Handling food safely and hygienically and arranging it appetisingly
- Chatting to waiting customers
- Answering questions
- Offering refreshments and papers to keep customers happy
- Arranging staff break times at suitable staggered intervals
- Keeping staff on task



### 2010 - Flora Heart Age Campaign

- Set up flora display at the beginning of the day
- Working alongside celebrity chef Jean Christophe Novelli creating awareness of his presence and the fact he would be doing demonstrations, signings and giving food samples
- food sampling
- Offering heart age tests online asking questions and recording them and communicating what it meant inviting to buy
- Telling customers about the benefits of Flora heart age
- Persuading people to enter competition



### 2010 - Unilever Brand Ambassador - sales and sampling

- Working instore on numerous unilever products
- Raising awareness of new products/improvements
- Offering samples of the latest products and communicating current offers and generating sales
- Recording the number of sales.
- Informing customers of the new ingredients and telling them of the current discount offer.



### 2010 - Virgin media package deal awareness

- Object to increase footfall into the Virgin Media store
- Approaching potential customers with printed material
- Asking if they are aware of the current competitive offers available
- Directing them to the stores location

### 2010 - World cup Scratch card promotion

- Offering a free scratch card to anyone who had made a purchase from the shopping mall
- Encouraging shoppers to enter a competition
- Directing winners to collect their prize
- Grabbing attention of passers by

### 2010

#### Virgin media broadband awareness

- Object to increase footfall into the Virgin Media store
- Approaching potential customers with printed material
- Asking if they are aware of the current competitive offers available
- Directing them to the stores location

### 2010

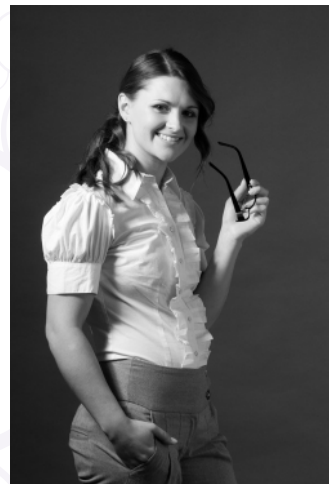
#### Virgin media mobile contract awareness campaign

- Object to increase footfall into the Virgin Media store
- Approaching potential customers with printed material
- Asking if they are aware of the current competitive offers available
- Directing them to the stores location

### 2010

#### Moda NEC – Michaela Louisa

- Stand work – assisting models in changing of outfits
- chatting to clients and making them feel welcome with snacks and drinks
- Taking orders from clients onto booking sheets
- Showing clothing to clients
- Getting models to try clothing for a client
- Calling clothing info out for a booking
- Clearing up, keeping area tidy
- Tidying garments and making sure clothing is put back on shelves from changing rooms
- Making sure clothing is displayed correctly and tidily spaced on the clothing racks
- Dismantling the display at the end of the show



**2009**

**Photographic model**

- Photographic model for Betterware leaflet campaign

**Sampling – Giovanni Rana**

- Handing out free samples of Giovanni Rana pasta and informing people of the new flavours etc.

**Sampling – Dove and Lynx Christmas gift sets**

- Persuading customers at boots stores to purchase the new Lynx and Dove gift sets in the 3 for 2 offers.
- Recording the number of sales.
- Taking pictures to send back to the client.

**Sampling – Vaseline Intensive range**

- Offering samples of the latest Vaseline products as well as offering free skin tests to show how the cream improves the skins moisture.
- Recording the number of sales.
- Informing customers of the new ingredients and telling them of the current discount offer.

**2009**

**Leafleting – Cool Trader Stores**

- Handing out leaflets and telling possible customers of the stores location and current offers.

**2007**

**Leafleting – Centro**

- Handing out leaflets advertising a new discount card.

**2006**

**Number One Model Management**

**Argos Catalogue**

- Photographic Modelling

**2006**

**Mystery Shopping – Smirnoff Ice**

- Going to a night club and checking that Smirnoff Ice was correctly displayed.
- Filling out a questionnaire

**2005**

**Hospitality at Silverstone for the F1 Grand prix;**

- Greeting customers and showing them to their tables
- Making sure that customers are happy and have everything that they may need
- Receptionist; greeting guests and offering ear plugs when exiting to watch the race
- informing staff at which table each customer must be seated

**2005**

**Bluewater – Royal Canin**

**Leafleting**

- Giving out coupons for cat food, trying to persuade people to switch to the Royal Canin brand.

**2005**

**Ford Focus ST**

- Giving out flyers for a competition to win a track day
- Attempting to get people to text to enter the competition.

**1990- 1999**

- Child Photographic Modelling





# Education

**1997-2003**

**Cheslyn Hay High School**

**GCSE Exams taken in summer 2003;**

Science Double Award	C,C
English	A
Language	A
English Literature	A
Maths	C
French	C
Art	A
Drama	C
Religious Education	B
Humanities	C
Short courses;	
Information Technology	B
Graphics	B

**2003-2004 New College Telford**

AS Exams;

English Language B

Fashion and Textiles D

B-tech National Diploma;

Technical Theatre Distinction

**2004-2005 New College Telford**

A2 Exams;

English Language C

Fashion and Textiles D

B-tech National Diploma;

Technical Theatre

Distinction

**2009**

**Wolverhampton College**

Numeracy;

level 2

**2009 – 2010**

**Teaching Assistance**

level 2

**2010**

**Health and Hygiene Certificate**

**2009 – Present**

**University of Wolverhampton**

Currently studying a BA (hons) English Degree

