

# FRANCESCA

## Personal statement

I am a confident hard working individual who is prepared to go the extra mile to achieve goals set for myself and by others. I enjoy working with people and find it easy developing good working relationships either as part of a team or with customers or clients alike.

I pride myself on being completely dependable and creating a positive reputation with others through being professional in my approach towards planning, organising and delivery of actions. I'm always willing to participate and have a desire to continue learning in whatever I do. I'm an energetic and capable person who has the ability to stay calm and composed in testing situations and able to influence others to do the same. I work full time within the modelling and promotional industry.

I have been in the industry for the past three years and thoroughly enjoy it. I live within ten minutes from the NEC. I also drive my own I have a lot of experience working within events especially events based at the NEC. I am a very confident outgoing individual.

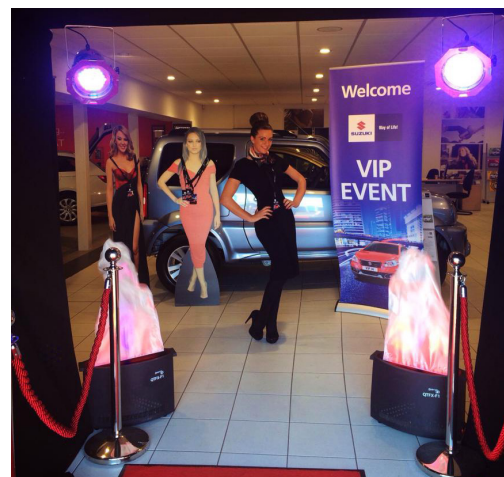
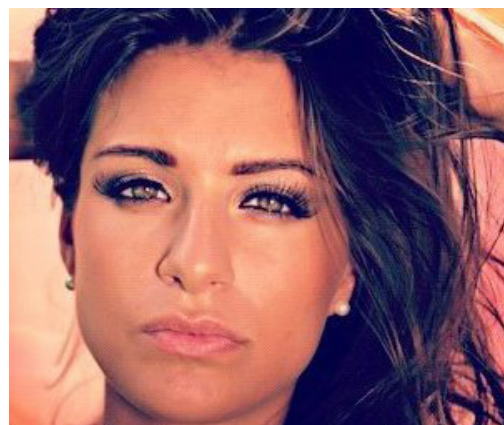
I have excellent time management skills which I believe is crucial when working within this profession. I take great pride in my appearance and will always arrive at work looking immaculate and well presented. I have accommodation in London and Liverpool and I am midlands based in Coventry.

## Statistics

Height 5"6  
Weight 9 stone  
Hips 32"  
Waist 26"  
Bust 32DD  
Shoe Size 5

## 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/



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## Work Experience

**2012-2014**

### Promotional and Events work

#### On-going

Responsibilities carried out were to represent and increase consumer awareness of the brand, product or service in an exemplary fashion by providing product information, product sampling, and distributing premiums to target market. Campaigns/events I have been involved in: Lynx Roadshow, Google, ITV advertisement week, Bodypower, Good Food show, Spring Fair, Morrisons/Asda/Homebase Conferences, Santander/Royal Mail/Lloyds bank conferences, Champions League football, WKD, J20, Mothers Day event within Asda stores and motor sport shows.

**2012-2014**

### Freelance Modelling

#### On-going

Participating in fashion modelling including a new clothes line show in Harrods London for Holland & Cooper and also the Cashmere brand Just Blaze of London. I have also taken part in beauty shoots, editorial work, fitness modelling, commercial modelling, lingerie modelling, swimwear and music videos. Key learning's include the appreciation and importance of brand marketing and the essential preparation and organisational requirements for flawless event execution. I have a huge portfolio that is available upon request to view.

## Other Related Experience

### Rees Bradley Hepburn (RBH) Marketing Communications

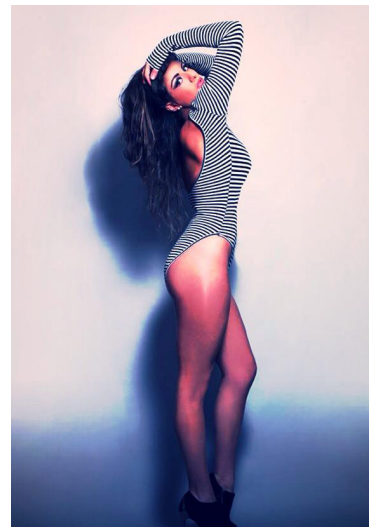
**Agency.** Responsibilities included participating in the design of creatives in line with client briefs. Key learning's gained included an understanding of advertising and techniques for influencing consumers buying patterns through targeted communications.

**Da Vinci's Italian Restaurant, Coventry.** Key learning's included dealing with customers, working under pressure and the importance of being well organised.

**Customer Assistant at Tesco.** Key learning's included assisting and satisfying customer demands.

### Hollister Retail Store

Model at Hollister. Responsibilities included meet and greet the customers with the famous Hollister tag lines to create the excellent store experience for customers. To be well presented and groomed and assist customers with any help needed.



## Education

### Qualifications

#### GCSE's

9 GCSE grades ranging from A\* to C including Maths, English and Science. All gained in 2006 at Cardinal Newman RC School, Coventry.

#### A-Level's

3 A-Levels. Philosophy & Ethics (B), English Literature (C) and Psychology (C). All gained in 2009 at Cardinal Newman RC School, Coventry.

#### BSc (hons)

Occupational Therapy 2:1 gained in 2012 at University of Liverpool.

### Hobbies & Interests

Health and Fitness,

Reading

Culture & Travel

Fund raising/ Charity Work

Socialising