

JESSICA F

Personal statement

A highly motivated and energised graduate of Manchester based Theatre School where a BA (Hons) in Musical theatre, Professional Stage Practice was gained along with a multitude of skills; in performing arts, literature, media, application of number, communication, ICT, organisation, management skills and many more.

With confidence applying to a pressurised environment, meeting targets and using own initiative to work independently and efficiently. Having trained and worked with different volumes of people over the past 5 years with great versatility and excellent interpersonal skills acknowledged a strong team member. The drive and aptitude to adapt to situations using reasoning and resolve in a proficient manner always reflecting the work process and ethos.

Having experienced many different sectors within the events, hospitality and entertainment sector. A multitude of skills and abilities have been expanded from roles as Brand Ambassador, Workshop Leader, Cover Supervisor to Assistant Event Coordinator with many valuable experiences in-between. With a solid reputation of excellent customer service expertise, a task-driven individual with excellent analytical and organisational skills.

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

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



Work Experience

Self Employed

2008-Present

Brand Ambassador/ Team Leader

- Responsible for promoting companies, products and events for branded and corporate businesses.
- Required to approach the public for promotional campaigns including; market research, sampling, interaction, Data Capture, public participation, modelling and hostessing in order to promote businesses positively and enthusiastically.
- Event Managing/ team leading a group of BA's during an event and ensuring that all aspects of the event run perfectly.
Brands/Businesses include; Cadbury, Samsung, Stella Artois, Guinness, Budweiser, LG, Coca-Cola, Ribena, Lynx, Titan Containers, UKTI, i2i, MG, Peugeot, Nissan, Citroen, Sony, Silverstone, Intel and many more, Events include Exhibitions, Roadshows, Festivals, Tradeshow and celebrations.

Event Call/Black Clover Events

July 2011-April 2014

Part-time Assistant Event Manager/ coordinator

Working within the sales office taking initial inquiries for sales and events, placing and coordinating events, liaising with clients, coordinating corporate events, private parties and celebrations. Assisting room dressing, hostessing, team building, corporate hospitality, venue finding and general event management responsibilities.



News International
February-August 2013
Sales Development Executive

- Being responsible for a personal call file containing 200+ independent retailers.
- Uplifting the sales of NI's titles in each store using various techniques, data and promotional material.
- Building strong business relationships with retailers, making a trustworthy pack to work as a unit in order to benefit the retailer and the publisher.
- Using own initiative to drive sales taking each stores individual needs and requirements into consideration.
- Reporting efficiently and effectively to a regional manager and the client on a daily basis.
- Meeting deadlines and preparing presentations and requested documents to best ability.
- Organising, preparing and carrying out bespoke events and business focus days.

Smith's Wood Sports College
August 2012-February 2013
Cover Supervisor

- Supervising work that has been set in accordance with the school policy
- Managing the behaviour of pupils whilst they are undertaking this work to ensure a constructive environment;
- Responding to any questions from pupils about process and procedures;
- Dealing with any immediate problems or emergencies according to the school's policies and procedures;
- Collecting any completed work after the lesson and returning it to the appropriate teacher
- Reporting back as appropriate using the school's agreed referral procedures on the behaviour of pupils during the class, and any issues arising.

Collecting data and using various software in order to process the information to the correct area of interest

Solihull Tanning Centre
2008

Receptionist/Administration

- Responsible for registering new clients and advising clients on health and safety aspects.
- Answering phone calls, taking bookings using databases.
- Managing and handling money.
- Keeping the reception and welcome area clean, tidy and presentable.

'Republic' retail store
2007

Sales Assistant

- Gained administrative and customer service skills.
- Responsible for taking care of stock orders and taking phone calls.
- Operated tills, handling money.

