

KATIE LOUISE

Personal statement

Highly experienced freelance Event, and Project Manager with a track record of delivering projects successfully, on time and within budget. Planning and seeing through a successful project is what I am passionate about and gives me a great sense of achievement. My positive mental attitude in achieving results makes me ideal me to work with big brands. Honesty, maturity and respect are attributes that are second nature to me and above all, a desire to achieve everything that I can, and be the best at what I do. I'm witty, charming and creative and a natural communicator. My passion for entertainment has lead me to work on some amazing contracts the last several years. I have always worked in a client facing capacity and have done much hostessing and front of house reception of events so I know how to meet and greet important clients.

Sales is a huge element of much of my work, I have found much enjoyment working in sales of luxury brands such as Tresor Paris Jewellery, Yves Saint Lauren Makeup and Large Fashion houses. I have a huge love of fashion and style and spend much of my time focusing on this area.

Statistics

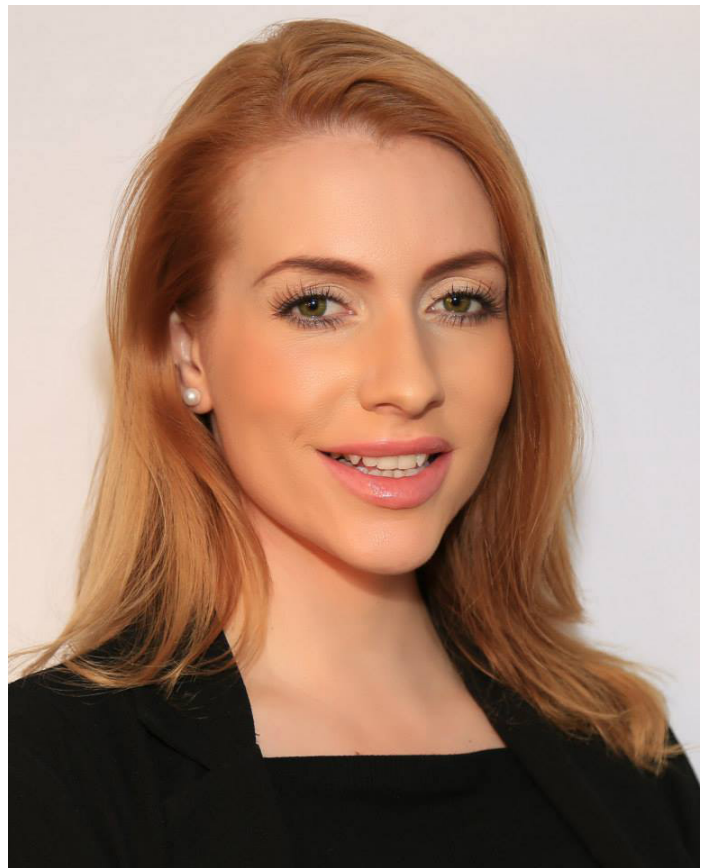
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Skills

- 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 leafletting campaigns and promotions
- P R and Publicity Campaigns

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Contact us today if you would like
Katie Louise to represent your business



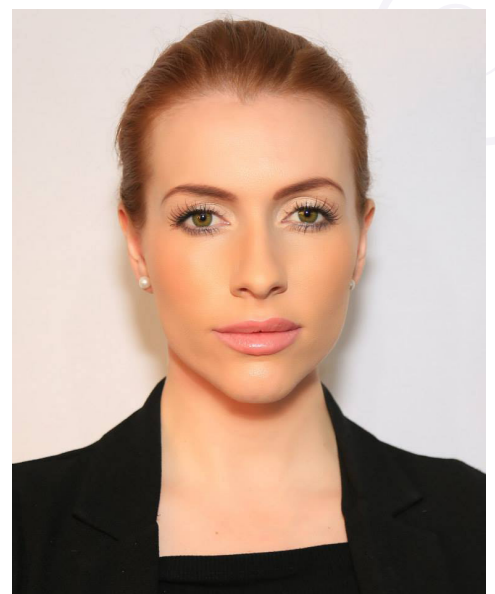
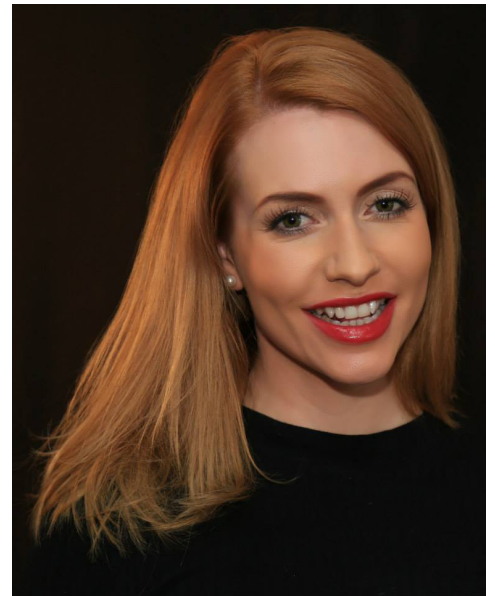
Work Experience

Hospitality management And Customer Service.

My Career working in hospitality started at the Bay Tree restaurant, where I worked my way from a basic silver service waitress to more senior position within the company over a 7 year period on a casual basis. Giving me the experience in conference and banqueting to events and functions that I needed to develop my career in freelance event planning and project management .I have been fortunate to be involved with the VIP hospitality at some of the UK largest events such as the British grand prix and the world superbikes. As well as supervising events and hospitality enclosures such as Cheltenham races and Edgbaston cricket. I have worked on Receptions and hosted at high end companies and events.

EVENT MANAGEMENT CONTRACTS

- Diageo Captain Morgan spice: Assistant Event Manager (Experiential Marketing)
- Responsible for managing guerrilla sampling, experiential marketing, merchandising and hosting campaigns at high end bars and street events around the UK. Managing a team of 6 this 2 year long contract took us across the UK on a large brand awareness campaign
- Completing of reporting, photos & administration to defined parameters & timelines
- General staff management duties and ensuring the smooth running of events.
- Organising Rigging and de- rigging of stands, stages and pop up display's
- Ensuring staff abided to Promotional Compliance
- Relationship building and Interacting with the public, whether issues or brand awareness
- Stock control and stock replenishment.
- Transportation of stock to and from events, (driving Luton's and transit vans)
- Dealing with consumer queries and complaints
- Chorography of the performers



Makeup/ Fashion/ Sales

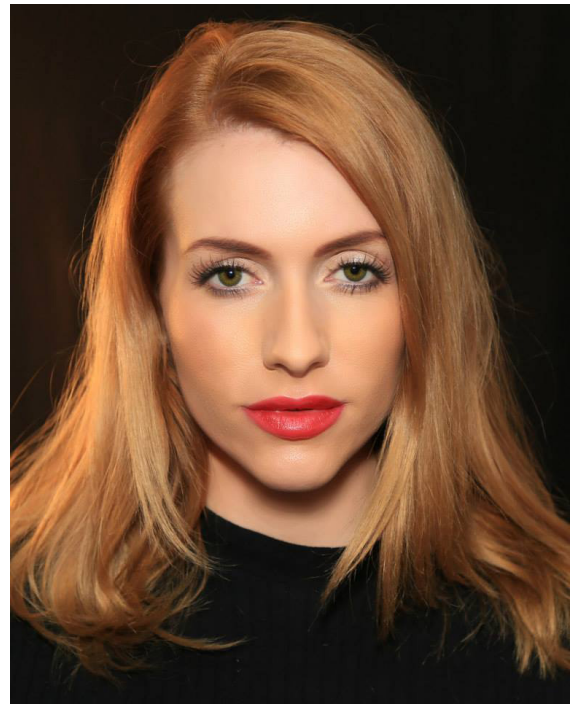
Event Manager for Yves Saint Lauren . Demonstrating YSL Make Up range:
Head of training retail store staff and demonstrating to the public new product launches.

Duties included:

- Completing of reporting, photos & administration to defined parameters & timelines
- General staff management duties and ensuring the smooth running of events.
- Ensuring staff abided to Promotional Compliance
- Relationship building and Interacting with the public, whether issues or brand awareness
- Stock control and stock replenishment.
- Dealing with consumer queries and complaints
- Sales and demonstration of products, including Makeovers.
- Application and demonstration of products.
- Customer Service, Meet and greet and retail management.

OTHER CONTRACTED CLIENTS

The Bay Tree	Silver service Reception managee, Casual contract of 6 years
Burton Tv News	Presenter, Casual, contract of 3 years
Fanta	National tour, Brand ambassador
Change For Life	National Tour, Brand Ambassador
Grand prix	Presenter / Model Presenter
JTI Festival	Sales Team Leader
Halifax	Conference/ hosting/Event Manager
Samsung	Presenter/ DemonstrationBrand Ambassador
General Motors	Motor shows nationwide Event Manager
Edgebaston	Hostess/Model/ receptionHostess Various Beauty Demonstrations and Skincare Make-up Artist/ Sales/ Demonstrator
Hot wheels	Demonstration/TourAssistant, Event manager
Tresor Paris	Sales Jewellery, Sales/ Brand Marketing
Air Optex	Make up Artist, 1 Month Contract
Ikea	Presenter/ Casual Event Presenter and compere
M&S	Presenter/ Stylist/ Personal Shopper
Lekeux Vintage	Casual Loyalty Events Stylist/ Makeup/ Casual Stylist



Education

- William Allitt School
- GCSE Graded A - C obtained in English, Drama, Mathematics, German, Science, RE, IT, Food Technology.
- Higher education qualifications
- Theatre Arts 2:1 Ba Hons Degree
- PTTLS and CTTLS Teaching Certificates
- First aid at work
- VCTC Fashion and Photographic Makeup, Beauty and Skincare Diploma
- CRB cleared in 2015
- City and guilds digital photography
- Digital Media Foundation Degree
- NSHS Life Coaching Advanced Diploma
- Travel and Tourism Diploma
- Broadcast Journalism
- Advanced Presenter course
- Conflict and Mediation Diploma
- Princes Trust Business and Marketing Course
- Fashion Styling Diploma with the British College of Professional Styling