

# LEONA

## Personal statement

I am a hardworking individual and I always put 100% effort into everything that I do. I work well as an individual and also as part of a team. I believe that my strongest qualities are that I am always willing to try new things and I love a challenge, I also enjoy helping others and Will make the most of all opportunities and I am very keen to learn more and become more experienced.

I am interested in modelling and promotional work and I feel I have the perfect personality for this. I have always worked with people and I thoroughly enjoy it. I am always happy to try new things and love new challenges.

## Statistics

Height:5'7

Dress:8/10

Chest:34C

Hips:36

Waist:26

Hair: Black

Eyes: Brown

Shoe:7

## 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 Leona to represent your business



# Work Experience

## Promotions and leafleting

On these days I spent 4 hours going around merry hill Shopping Centre with two colleagues handing out leaflets for the Village Hotel and also going into shops and promoting the Christmas parties and encouraging them to book with us. The visits were a success and resulted in several group bookings. I really enjoyed this and would definitely like to do something similar in the future.

## Fragrance promotions - Debenhams Birmingham

Working on the aspects counter, serving and advising customers about different products and encouraging them to try them, which leads into sales. Making sure the counter is always tidy and there is always enough stock and testers.

Wedding exhibition Model for Tres Charmante – Village Hotel Dudley

This involved modelling various wedding and prom dresses at a wedding exhibition and I had to model them on a catwalk.

## ESPN Promotions – Various football grounds

Working at Aston Villa, Birmingham City and Wolverhampton Wanderers Football grounds promotion ESPN. This involved handing out ESPN leaflets to people and telling them about the new TV channel and also encouraging them to fill out the prize draw entry slip.

## Body Shop Promotions

I worked with another promo girl for the body shop handing out leaflets and encouraging customers to come in store to have a look around and hopefully buy a product.

## DRIVING EXPERIENCES PROMO GIRL

[www.drivingexperiences.co.uk](http://www.drivingexperiences.co.uk)

I worked for driving experiences at the Merry Hill shopping centre next to a Ferrari.

I had to tell shoppers and passersby about the cars and the packages. Give them leaflets and encourage them to book a package with driving experiences.

## GARNIER EYE MAKE UP PROMO

I worked on a Garnier eye makeup launch and I had to demonstrate on customers and explain to them about the product and what it does.

I also had to try and encourage sales and positive feedback.

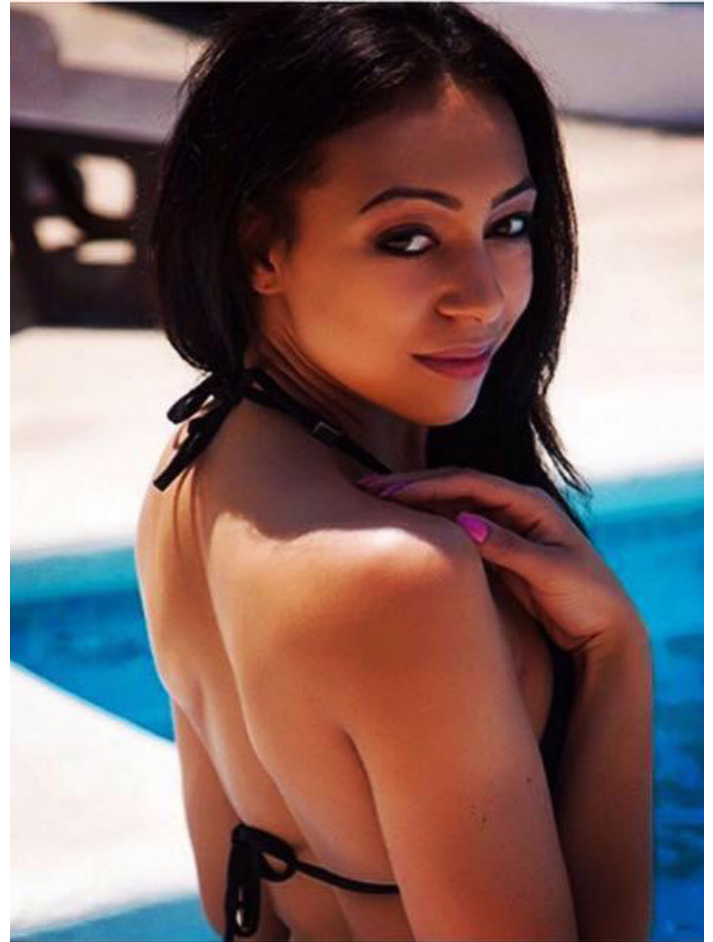
## REWARD ME CARD WEEKEND SIGN UP

I worked at a shopping mall in Birmingham for a weekend signing people up to a free reward card which was offering them discounts in the mall.

And also giving out free goody bags.

## Maybelline Stay 24 hour foundation promotion/launch

I worked on a Maybelline make up launch and I had to demonstrate on customers and explain to them about the product and what it does and tell them the benefits of the product too. I also had to try and encourage sales and positive feedback.



### **Alpro soya Promotion - Brand Ambassador**

I worked on the promotion for Alpro Soya products. my role was basically to sample various products from the range, raise product awareness and also to let people know the benefits of the products and all about it. this was a great campaign and I really enjoyed learning about the alpro soya range.

### **ONGOING CAMPAIGN - Marlboro Brightleaf Campaign**

I am a brand ambassador for the Marlboro ongoing promotion in 2010.

My duties involve going to events, nightclubs etc, as a Marlboro rep providing legal smokers with information on the new brand and also selling it to them if they wish.

### **- Moto GP - Moto gp game promotion/launch**

I worked as a brand ambassador on the moto gp stand with four other girls.

My job role was to get customers onto the stand to trial the new moto gp game on the games consoles for the chance to win a designer watch and also to have pictures taken with customers on the podium.

This job involved a lot of customer interaction and was a fun job.

### **Nature Valley Hitsquad**

I worked as a brand ambassador for Nature valley, this was handing out free samples of nature valley and raising awareness of the product and also telling customers about the product and its benefits.

### **Model For Leather Sofa world**

**Modelling for website [www.leathersofaworld.com](http://www.leathersofaworld.com)**

### **TV Extra BBC Hustle**

**TV extra on two occasions for bbc hustle**

### **Virgin Media Leafleting**

Working as a brand ambassador for Virgin Media. Handing out leaflets about the latest in store deals and trying to get people into the store too find out more.

### **Think Bike Promotion/model**

Working as a promotional model at an event for Bikers, handing out literature and posing for photographs with the public on the Think Bike model.

### **Gentleman's Night out Charity evening - model**

This is a charity event which involves lots of different activities and fundraising with all money going to charity. my duty was too dress up in fancy dress and hand out prizes in the auction and raffle and welcome and greet guests.

### **January 2011 - Autosport International 2011**

My duty whilst working for ezi up shelters at autosport was stand hostessing and welcoming customers to the stand and also handing out literature. Also having photos taken with the public

### **February 2011 - Apple Student Promotion**

The Apple promotion involved touring different universities in the UK and promoting the exclusive 15% student discount that Apple were offering online.

My role was to inform students of the offer and let them know what it was all about and also to collect data and enter students into a free prize draw to win a brand new Ipad.

This promotion took place on many days and lots of different universities.

### **February 2011- Spring Fair NEC**

At the spring fair I worked as a brand ambassador for Giftware Pro which is a networking magazine.

My role was to inform customers about the new magazine and what it involves. And also to take customers details which will subscribe them to the free monthly magazine.

### **March 2011 - The Gadget Show NEC**

At The Gadget Show I worked for JVC as a brand ambassador.

my role was to get customers on to the stand and show them all the demonstrations of the products that were on offer.

I also had to inform customers about different products and prices and benefits too.

There was also a 10% show offer on all JVC products which I was also promoting.

### **April 2011 - Moroccan Conference - Assistant event manager**

I worked as an assistant event manager at the annual Moroccan Conference which was held in Birmingham. My role was to help set up and assist the exhibitors and tell them where to go etc. and also sign people in. I also had to make sure that the schedule ran smoothly and present awards to exhibitors. I also had to collect data and feedback.

### **May/June/July 2011 Weight Watchers Roadshow – Brand Ambassador**

My role as a Brand Ambassador on the Weight watchers roadshow was to educate people about the brand, let people know that they can sign up to meetings on the day and speak to a weight watchers rep from their area. I also sampled some of the weight watchers food and let people know about what they were sampling . This was a roadshow which went all over the UK to major cities.

### **August 2011/sept/Oct 2011 - Virgin Media Promotions - Team Leader**

My role as a Team Leader for Virgin Media was to target students and promote the services in store for students and try and get them into the store. I was in charge of another team member and we both worked together we would educate them about the different services available to them at Virgin Media and try and encourage sales too.

### **November 2011- The BBC Good Food Show - Brand Ambassador**

My role as a Brand Ambassador at the BBC Good food show was working on a stand for Nairn's Oatcakes. I had to educate people about the brand and the product and also sample the different products to people. Selling the products was also a part of my role.

### **January 2012 - Autosport International 2012**

My duty whilst working for ezi up shelters at autosport was stand hostessing and welcoming customers to the stand and also handing out literature. Also having photos taken with the public

### **January 2012 - Interiors Show NEC**

My duty at the Interiors show was to assist with the making up and distribution of goody bags. and also greeting customers to the show.

### **February 2012 - Spring Fair NEC**

my duties whilst working at The spring fair as a hostess was to welcome customers to the stand, give them basic info about the company which was a decorations company and then offer and serve them tea, coffee and snacks.

Thomas cook ongoing Olympic campaign

my duty whilst working for Thomas cook was to tour the UK as part of a team and promote the various Olympic packages for sale. We would visit shopping centres, retail parks etc and distribute various promotional information.

### **Samsung Brand ambassador**

My duty whilst working for Samsung on an ongoing campaign was working as a BA where I was trained on various Samsung phones and devices. This was working on a demonstration stand in a shopping centre. Interacting with customers and giving them the best Samsung demo was a big part of the campaign.

### **BRITISH GRAND PRIX – SANTANDER FORMULA ONE GRID GIRL**

My duty at the British Formula One Grand Prix was working as an official Santander Grid Girl.

This involved Grid Girl duties and also promotional duties such as the drivers parade, podium, and the main duty was pole position for the Formula One race.

*Various promotional campaigns including – coca cola roadshow, Nicolites promotion at the Gadget Show, Moto GP Grid Girl, A hostessing job in Delhi (India), Exhibitions such as dentistry show and clothes show and much more*

## **Education**

7 GCSE's - English, Science, mathematics, dance, business studies, food technology, religious education

Key skills application of Number Level 2

Key skills communications level 2

Key skills in communication and Technology level 2

Key skills in working with others level 2

BTEC First Diploma in Travel & Tourism

BTEC National Certificate in Travel & Tourism