

MARY-ANNE

Personal statement

Extremely enthusiastic highly motivated individual, whose energy and pro-active attitude makes me highly approachable and gives great people skill, along with confidence. My experience has given me the ability to create-out of the box ideas within a fast pace environment. I believe I would be an asset to your promotional organization as I always give 100% to any given task.

I have been doing promotional work for about 6 years now- throughout the duration of my academic career, extremely experienced in the field doing several aspects of promotional work.

I Have Studied in Arts, Photography and drama. I am Striving for a future career in Photography, I also have a great interest in the health and fitness industry.

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 Mary-Anne to represent your business



Work Experience

Public Relations, Events & Entertainment

Duration: January 2012–Present

Public Relations

Acting as the face of the brand or service; representing clients and agents with 110% excellence, enthusiasm and enjoyment! Generate interest using a variety of roles, making brands and services appealing to consumers and businesses, allowing them to walk away with a positive and memorable experience.

- Event Manager: National Express, Scott Farms Chips, Virgin Media
- Team Leader: Bertoli (Product Launch)
- Store Launch: Easy Gym, Pure Gym, Lazy Cow Restaurant Chain
- Product Launch: Volvo Hybrid, Treseme 7day smooth, Oral B Complete, Sure
- Sampling: Flora and Bertolli Butters, Nicolites, USN
- Other General Promotions: Just Eat, NHS Smoke Free Campaign, Wolverhampton Council Recycling Initiative, BooHoo.com

Sales & Field Marketing

Maintain professionalism, providing an exceptional customer service and using my communication skills to create awareness and generate leads for clients. My background research gives me the knowledge to really teach public and business persons about the products I am working with.

- Leafletting & Distribution: The Sun UK, National Express, Easy gym, Help to teach
- Data Capture: Village Hotel, Fitness First, Easy Gym, My time Heath, Warrior Sports brand, Beastie Rumble Rollers, Birmingham University
- Demonstration (Tech): Samsung, Windows 8, Intel
- Demonstration (Beauty): Sure Compressed Deodorants, Oral B, Treseme 7 day smooth
- Conference and meetings: Train to Teach



Work Experience

Events & Exhibitions

I am an expert in all areas of exhibitions, having worked creating, staffing, organising, managing and working them. I have a deep understanding of the ins and outs of exhibitions and what different approaches should be taken at trade shows, corporate events, conferences and consumer shows. I have worked on stands, in registration and hostessing and always make sure the event is a success for the client I am representing.

- Goodwood festival of speed 2013- Volvo-launch of new hybrid (meet and Greet, Sales, Data Capture)
- Grand Prix 2013- Red bull Racing (Meet and Greet)
- Spring fair NEC 2013 (The ticket office- Registration)
- Body Power – NEC, 2014 (Beastie-brand awareness)
- Body power- NEC 2015 (Smart shakers-sales)
- CV show- NEC 2014(-Mercedes Hostessing)
- CV Show NEC 2015 – (Extreme Sales-Sales)
- Body Expo Glasgow 2014 (USN)
- BBC Winter Good Food Show 2013, 2014 (Registration)
- Clothes Show NEC 2014 (cosmopolitan, Sales)
- Spring Fair NEC 2014 (Lighting and Living– Sales)
- Spring Fair NEC 2015 (Lighting and Living– Sales)
- Pet show 2014 (Meet & Greet, Sales)
- Moda NEC 2015 – (registration)
- Mobility Show 2015 – (registration)
- Food Festival Cheltenham 2015 – (sales)
- Toyota conference – (Hostess)
- Auto Sports NEC 2015 – (Ticket Office)
- Bike show NEC 2015 – (Meet and greet- Leafleting)
- Photography show NEC 2015 (Brand awareness)
- Badminton Championships 2015 NIA (Brand awareness)
- Everyman Motor Racing – Corporate / Public Track Days (Hostessing, Hospitality)
- Indian Wedding (Model)
- Challenge Weymouth Triathlon (USN)
- Carlsberg Xmas Trade Shows (Meet and greet)
- London BMX underground racing Event - (USN)
- LMA awards London 2015- (Hostess)
- Newmarket July 2015 Races- (Hostess)
- Liverpool Football awards- (Hostess)
- Goodwood Festival of speed 2015 (sales/data capture- Toyota)
- IFSEC London Exel 2015– (Meet and greet- Leafleting)



Work Experience

Everyman racing photographer and Administrator (Duration 9 Months)

Here I worked within versatile roles at racing events around the UK. Responsibilities included; taking photo's, signing customers in at reception, selling additional promotional collateral such as: photos and recorded USB's and selling new racing experiences

Village hotel Solihull (Duration: 3 year).

- Waitress and Bar Maid Victory Pub
- Meeting and Events Team
- Starbucks
- Leisure Reception desk

Part of a Big team in a the Village hotel, I was given the opportunity to test and build my skills and work in many different department and have variety while working here, covering duties including: serving food and drinks, till operation and cashing up, hosting, preparing the restaurant for events/ occasions and dealing with customer enquiries. Worked hard to ensure customers were welcomed and remembered a positive experience.

The Tanning shop (Duration 2 years) Assistant manager

Worked as part of a team covering a range of duties, including: customer service, till operation and shelf replenishment; driving sales, meeting and exceeding targets, stepping in as manager when the manager was away or ill, helping the manager with store improvements.

Boofont Products and hair styling- Manager (Duration 1 year and 7 months)

My responsibilities where to drive sales to meet and exceed targets managed a team of staff, make sure all clients went home happy, to check all stock levels and do stock orders, to make improvements where I felt were needed, to perform market research to always stay ahead of the market.

Education & Work Based Training

- Stratford College (2010-2012) BTEC: Photography (A)
- Woodrush Sixth form (2008-2010)- BTEC- Art and Design (A)
- Woodrush School (2004-2008) GCSE's: Maths (B); English (B); ICT (A); Science (B); PE (A); (A)
- Level two personal training and nutrition 2015
- Advance Level Barista (Starbucks)
- Bar trained and cocktail trained
- Food Hygiene & Customer Care

