

# MELISSA C

## Personal statement

I consider myself a hard working, very reliable personality with excellent one to one and group communication skills.

## Statistics

Age: 24      Waist, 29  
Height, 5'3      Dress size, 8-10  
Hips, 35      Eye colour, hazel  
Hair, dark brown

## 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 Level 1 fitness instructing Nvq  
Level 2 fitness instructing Nvq, First aid training, Circuit class training  
Fitness industry awareness, Currently doing level 3 Personal Training.

## Work Experience

### Virgin Active Gym.

As well as a freelance instructor/coach i also introduce and sell facilities and various courses to new clients from all backgrounds and encourage and persuade them to sign up with Virgin in a highly competitive environment.

### I also undertake promotion jobs

I have worked for some time for many Midlands based agencies for exhibitions at the NEC and Ricoh Arena and also various shopping centres and in-store promotions promoting various foods, products, and services to the public and businessto business

**Continued page 2**

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



## Work Experience (continued)

### Recent Work:

#### Ward Lovett Advertising Agency 2011

A campaign in the Midlands through WDP introducing and selling to the public various education courses on behalf of The City Council,

#### The Print and Promotion Show NEC 2011

Introducing, selling and modelling promotional wear to the trade for WDP.

#### Focus On Imaging NEC 2011

For WDP. Working for a major Uk Distributor for Sony Photographic Equipment/Cameras demonstrating to the trade and public a new revolutionary camera tripod system .Product received with great success, International client very happy.

## Education

### GCSE's

English, C

Maths, C

Science, C

Art, A

Graphics, B

