

# NICOLA W

## Personal statement

I am a highly experienced versatile professional freelance in promotional work .I have undertaken the widest of variety of assignments and delivered with success each and every time. I have worked for many major household names and world famous companies and met their exacting requirements with professionalism ,commitment and enthusiasm.

## Statistics

5ft 8ins,  
36-26-37  
Dress size 10-12  
Hair: brunette  
eyes brown,  
d.o.b 22/10/1980

## 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

## Work Experience

### 'Live' Acting:

Murder evenings and weekends for Moyles Marketing

### Television (Extra Work):

Look Good Feel Great, Crossroads (Central Television);  
Casualty (BBC), The Bill, Trust, Merseybeat, Doctors, Hollyoaks

### Television (Commercials):

Manchester Airport; British Telecom; Babycham; Quorn

### Fashion Shows:

"Look Good Feel Great" Fashion Roadshow; Connaught Fashions;  
Premiere Collections In-House Modelling (to name a few)

### Photographic:

The Sun Newspaper - Carling Premier League; Panorama Sunroofs;  
Shand plc; Wolverhampton Wanderers Football Club; Various  
ewspapers; Arsenal Football Club Catalogue

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



**Promotional Videos:**

Helios Health and Fitness Centre video

Roadshows: Benson & Hedges promotions; Thunderbird Wine in various Nightclubs; Grolsh; Felix; Kellogs and Quakers cereals; National Lottery; Ranieri; McEwans Ale, Bacardi; Covershots; Dove Pro-Age plus many more.

**Event management:**

3 month sampling campaign for Scottish & Newcastle at various Supermarkets promoting lagers & ciders. I had to do paperwork online each night organise breaks etc...

Vodafone every Friday & Saturday for 2 months promoting the new Phone deals that week .I organised breaks, washed uniforms & Did online paperwork each night.

Bulldog broadband: team of 9 girls leafleting all around Birmingham.

I placed a 3 girls a various places & took loads of photo's.

Donar card: Handing out donar cards in Birmingham.

Huggies nappies: The Baby Show at the NEC

A team of 6 promo staff

I organised breaks, took photo's etc...

Nintendo Wii Summer promotion: 3 wkend promotion getting families playing against each other on Mario Kart, Big Brain Academy & Wii Sports.

**Exhibitions/ Conferences: Numerous exhibitions at the NEC****Birmingham and Earls Court Recently:**

EE launch giving out goodie bags & taking photos.

Pure Gym leafleting, Sony PlayStation 3 launch, Nintendo team leader instore demonstrating.

Petit Filou yoghurts sampling roadshow.

Exhibition work: Autosports, Motorcycle Show, Clothes Show, IFSEC, IPEX, Moda,

Good Food Show, Sustainability Show, Crufts, etc....

London including: IPEX; The Marketing Show; The Computer Show; Premier Collections (including in-house modelling); The Motor Show; The Motorcycle Show; The Furniture Show; Spring Fayre; BBC Good Food Show. Conferences include BPRO Seminars held at various hotels; reception work and the 'roving microphone'

**Instore & Selling:**

Clothes Show NEC working for various clothing companies selling clothes & accessories. Bike Show NEC selling Oxford merchandise. Instore in Superdrug & Boots promoting Chanel Perfume & L'oreal products. Comet Promoting & selling Kodak cameras & printers.

**Personality Work:**

Tequila Night Club Gameshows; Peugeot Boxer Van; Peugeot;

Seat; Frutopia; Grocers' Ball; Pizza Awards; worked with the Gladiators' 'Hunter' and 'Panther'; Sega World

Sporting Events: Football (Various Premier and First Division Clubs);

Golf (including The Ryder Cup); Horse Racing (including Cheltenham Gold Cup)

British Grand Prix; Cricket (Edgbaston); Boxing; Athletics Championships

(Alexander Stadium, Birmingham); Rugby; Cricket World Cup

**Hostessing:**

In addition to hostessing at some of the above sporting events (Cheltenham Gold Cup, Rugby and Cricket):- Shrewsbury Golf Tournament; most exhibitions held at the NEC; various Nightclubs and bars. On board the Oriana & Arcadia Cruise ships.

**Merchandising:**

As well as some of those listed under 'Roadshows':- Dairy Crunch; Mars; Lynx Skincare System; O2; plus many more

**Leafleting:**

Promoting the opening of new arcades, nightclubs, pubs, shops/ stores, shopping centres, etc. Also at shows at NEC.

**Interests:**

Swimming, Aerobics, Circuit Training, Socialising, Reading;