

PAULINAH

Personal statement

I am a hard working dedicated individual, highly motivated and committed to any task I undertake.

I have 5 years experience working within the promotional and marketing sector and have developed skills that allow me to promote, demonstrate and sell products on behalf of a client, either individually or within a group to either meet targets or the clients brief.

I trained as a performance artist with a keen interest in dance, studying GNVQ Advanced performing Arts & entertainments industries, before moving into the fashion industry, graduating in 2007 with a HND in Fashion design & Textiles.

I am winner for the 'Best designer' award for FOTOMODA's inaugural Fashion show held in Dec 2010 and a finalist for the Midlands fashion Designers awards 2011, in the 'Emerging designers' category, I have obtained a reputation on the creative scene for my commitment and loyalty to any project I am involved in and apply this work ethic to all the promotional and marketing work I am involved in, which has resulted in me being booked for big and small campaigns across the Midlands.

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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Work Experience

2012- Marketing & Promotional staff

Brand warrior- Duties include sampling of products, dancing/performing choreographed routine to engage and interact with audience, demonstrating and actively selling. Clients include: Rubicion, Coke Zero, Nescafe Algeria, and Fanta.

2009 to present Dancing Dolls UK- Women's clothing

Fashion designer/creative director. Duties include the complete process of designing, constructing and selling of a collection of garments including researching the fashion industry, market research and promotion of the brand- creating and executing viral concepts, sourcing models, photographers and other artistic personnel- sourcing suppliers, meeting and contacting suppliers, networking and PR. Liaising and organising with other industry experts to get the best possible outcome for the brand.

2008- To present

Promotional staff & make up artist. Duties include sampling of new products to the general public, leafleting, brand ambassador and demonstrating a variety of products across the West Midlands and surrounding counties to meet the client's specification. Clients include: Vaseline Infusion, Dove, Oral B, Dell, Carphone Warehouse, O2 angel, Nokia 8500, Superdrug, Kelloggs, Kit Kat Senses, Ben & Jerry's, Gillette, Barry M, Impulse, Race for life, Comfort baby pure, Persil non-bio, Nivea skin care, Toni & Guy, Marks & Spencer, Tefal/Rowntenta

2008- to 2011

Promotional staff. Duties include sampling of new products to the general public, leafleting, brand ambassador and demonstrating a variety of products across the West Midlands and surrounding counties to meet the clients specification, Clients include: Thorntons, Virgin Holidays, Ugo' deli cafe paninis, Brasso Gadget care, Birmingham City university, Strepsils.

2008 New St, Birmingham

Catering/hospitality assistant and waitress. Duties included flexible catering and waitress work as and when required, at various catering establishments within Birmingham, carrying out catering

duties such as providing plated and silver service for pre-booked catering events. Other duties include till and servery work and other catering associated jobs depending on the location the client request you work.

2008 'CLAUDINE': Handmade evening bags Hetley Studios, 62 Hetley road, London

Product technician. Duties involved working alongside company director: pattern drafting and cutting, fabric cutting and other production duties, in compliance to the fashion industry techniques, helping ensure orders were completed on time, applying quality control. Other duties required me to travel through London meeting suppliers and collecting supplies, as well as delivering and collecting completed products to event organisers, such as 'Doll-ON/OFF' (organisers of exhibitors, part of London Fashion week.

2005 'POLECATS'- The Big Peg

Vyse Street, Jewellery Quarter, Birmingham

Pole dance Choreographer. I was responsible for training already existing levels of pole dancing, and carrying out advanced classes with customers, for fitness purposes.

These advanced classes were run solely by myself and required me, working closely with individuals and groups to meet the desire standard. I was responsible for devising my own teaching plan that included 'warm-up' and 'cool-down' exercises, to work with each of the clients needs.

2000 GALA CASINO formerly STAKIS

84 Hill Street, Birmingham

Croupier: Having successfully completed the training, my duties included running casino table games such as roulette and stud poker.

My job involved calculating bets made to ensure the correct payout to customers, while monitoring customer movements to minimize any foul play, and reporting them to the gaming inspector

1998-2000

115- 117 Hagley road, Birmingham

Silver service waitress: B.H.S.L is a catering and hospitality agency that trains all its employees in the art of silver service witnessing and ensures all their staff obtains the basic food and hygiene certificate before working for them.

Duties included working around various Birmingham- based catering establishments including, the NEC, ICC, NIA, Botanical Gardens, the Council house, Wraggs & Co and numerous hotels serving clients pre-ordered set meals using the silver service technique.

Other duties included serving alcohol beverages, bar work,

Setting and clearing away function rooms, as well as other catering duties.

Education

School: Queensbridge Secondary School

Dates: Set 1992-July 1997

Qualification: English literature C

English Language C

Art B

Religious studies C

Catering B

Drama C

Maths E

Science double award D D

College: Joseph Chamberlain 6th form college

Dates: Sept 1997- July 1999

Qualifications: GNVQ Advanced Performing arts and entertainments industry

AS level dance

Other training organisation: City College (Handsworth Campus)

Dates: Sept 2004- July 2005

Qualifications: N.C.F.E/A.B.C Certificate in dressmaking

City College (Aston Academy)

Dates: Sept 2005- June 2007

Qualifications: H.N.D in Fashion design and Textiles

Graduated 22 Nov 2007

Matthew Boulton College

Dates: Sept 2007- Jan 2008

Qualifications: N.C.F.E Level 2 in Corsetry

CPD (Esky) Food and hygiene certificate Level 2 2011

HOBBIES AND INTERESTS

Designing and making clothes, drawing, baking, reading, theatre productions.

