

RACHEL F

Personal statement

A Recent Honors Graduate (2.1) in Creative and Professional Writing with experience as an Events Assistant. Excellent Communication skills. Looking to progress in Public Relations, Marketing and Event Management.

Statistics

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
- Spanish- conversational to fluent both written and spoken.
- French- basic conversational.
- Swedish- basic (through University Language Programme year 1)
- Driving License- Full

Work Experience

Events Assistant 2005- present

Experienced in; exhibitions, conferences, experiential campaigns, product launches, corporate events and consumer roadshows.
Experienced as; Event Manager, Team Leader, Supervisor and Brand Communicator.

Drpgroup, Hartlebury and Covent Garden

I work for drp group on a regular basis nationwide. Clients include; Lloyds, Balfour Beatty and Sainsbury's. Drp are responsible for the internal communications for the above companies and so I work on their Manager roadshows, Annual conference and AGM for shareholders (Sainsbury's). Skills include; pre-event preparation (both in the office and on site), registration (both preparation and delivery on live days), delegate movement and hospitality to ensure the events run to plan working alongside others and the Project Manager.

Draper Management, Daventry

I have worked for Draper Management through Sutton Event Staff for the past two years. Supporting live days for a list of clients including dabs.com for their IT/Gadget Exhibitions and Conferences held at large venues such as Wembley Stadium and Old Trafford. **Continued page 2**



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Work Experience (continued)

RPM, CPM and TRO

Marketing and Promotional Campaign delivery for well known brands such as; Diageo, Blackberry, Cadbury and Microsoft to name a few. I have also been involved with public relations for government projects with learndirect and the NHS. As the Event Manager on these events, I am the first point of contact for the public and the voice and face of the clients' brand. It is my duty to make sure that the campaigns run as intended out in the field. Responsible for organising timings, liaising with location management, ensuring staff are briefed and fulfill their roles, reporting to office and providing client feedback (both verbal and written). As a Brand Communicator/Ambassador it is my job to engage consumers, get them involved and provide them with key information regarding the clients' brand/product.

Freelance Writing 2009-present

Since completing my degree I have written in many different genres to gain experience and build my writing portfolio. I have provided web content for independent small businesses (reliabletradesmen.co.uk, localfaces.co.uk and SanRoqueSuites.es), written reviews and features for local entertainment magazines ('whats on' Birmingham) and have also entered fictional short story competitions (examples available on request).

Trained in:

PR- press releases, promotional and report writing, copywriting and reviews.

Journalism- news, features (magazine and newspaper) for both print and online media. Fictional Writing Skills- writing for children, the short story, the novel and travel writing.

Sales Negotiator, Andrew Grant Estate Agent, Kidderminster Jan-Sept 2006

After achieving my A Levels I worked as a Sales Negotiator during a year out from education. My duties included; liaising with vendors and potential buyers both face to face and by telephone, arranging/carrying out viewings and negotiating sales.

Education

University of Wolverhampton Sept 2006 - June 2009

Bachelor of Arts with Honours in Creative and Professional Writing with Teaching English to Speakers of other Languages (2:1)

Teaching Placement January 2009-March 2009

Alongside my degree I undertook the Trinity College of London TESOL Teaching Certificate. This three year course required me to do a work placement at a local language college, teaching English to adults on the ESOL entry 2 course. The placement involved me taking my own class for a day each week for a period of ten weeks.

During this time I was responsible for planning and delivering my own lessons to a class of 10-15 students whilst following the required curriculum and preparing them for exams. This taught me a lot about the structure of lessons, time management and incorporating versatility into my teaching. I now have a better understanding of creating and adapting exercises to suit learners' needs as well as their level.

The three year University Course I have undertaken is a joint honours degree that has given me experience in many areas of writing. These include promotional writing, writing in and for organizations, newspaper and magazine (feature) journalism, press releases, writing for children, short story, novel and travel writing.

Through this part of my course, I not only developed my own writing skills but learned how to understand and analyse the literary works of others, from Shakespeare through to modern novelists, journalists and peers.

Edgecliff Sixth Form College, Kinver 2003-2005

A levels; English, History, Psychology (grades B-D)

AS Level Spanish (grade C)

AS Level General Studies (grade B)

Edgecliff High School, Kinver 1997-2003

10 GCSE's; all A*- C grades

