

# RACHEL W

## Personal statement

- Full time Professional Exhibition, Promotional, Hospitality Girl/Brand Ambassador,
- I am a highly motivated individual able to work well on my own, or as part of a team.
- I am tall, slim, with long legs, attractive natural blonde!
- I have a friendly, outgoing, happy, professional, businesslike personality.

## Statistics

Height-5ft. 10ins. (178cms.)

Weight- 9.6 stone (128lbs)

Dress size-10/12

Bust-32C

Waist-26ins.

Hips-37ins.

Shoe size-7

Inside leg-33ins. (84cms.)

Hair-natural blonde.

Eyes-blue.

## 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
  
- Pro-active seller, promoter & lead generator.
- Clean driving licence – B1.
- Experience of Microsoft Word, e-mail and desktop publishing packages. Also hand held PDA units.
- March 2010 - Food Safety and Hygiene Level 2 (Catering) (CPD Accredited; meets UK/EU legal requirements.)

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



# Work Experience



## Promotional Experience

Experienced in Promotions/Brand Experience/Field Marketing - active selling, sign-ups, subscription sales, product demonstrations, hit-squad demonstrating, hospitality, leafleting, sampling, data capture merchandising, auditing, and night club promotions.

I was one of the core nPower girls 2009-11 touring with the English cricket team nationwide & also at Championship football grounds across the UK.

**UK Shows & Exhibitions** - I work regularly at the N.E.C. & other convention centres across the UK in a wide variety of roles from modelling to demonstrating. By using a variety of strategies I can attract potential clients to your stand for you to turn into customers.

I was Brand Ambassador for Pirelli at Autosport 2009-2012 and for Kawasaki at The Bike Show 08, Carole Nash 09-11 & MCN in 2010-12.

I represented Triumph (lingerie) at The Clothes Show Live! 09 and was a fitting model for elegant evening wear for Moda 09-11 and at the British Bridal Exhibition, Harrogate. I have also been a Brand Ambassador for Samsung at Crufts 2008-11 & worked at many more shows!

I have also demonstrated & sold Lavazza coffee machines at The Good Food Show 09-11, and at Taste of Christmas at ExCel, London Exhibition Centre where each time I have exceeded sales targets.

International Expos - International Consumer Electronics Show 2010 (The Gadget Show) at the Las Vegas Convention Centre, in Las Vegas, USA, the world's largest consumer technology trade show.

Also Matelec, the International Exhibition of Electrical and Electronic Equipment in Madrid, the Electronics & Automation Show, Utrecht, Holland, and Productronica in Munich, Germany for the same electronics company.

**Demonstrator** - I have demonstrated a wide range of products, from hot food preparation and sampling at all major supermarkets to skin care and beauty products in Boots & Debenhams. I have promoted and demonstrated Sony Ericsson's new mobile phones to mobile shop staff and sold to customers on several different campaigns.

**Grid Girl & Motorsports** - I have worked as a Grid Girl many times & represented clients such as Pirelli, MCN & as a GT Girl at circuits & rallies nationwide for both motor racing & for the British Superbikes. I am one of the core Pirelli girls touring the circuits for 2011.

**Track Events** - I Represent Mercedes-Benz for driving experience days at Silverstone circuit & also promoted Chevrolet & Renault.

**Hospitality** - I have worked at many high profile VIP events and venues including The Cheltenham Festival & many football clubs around the country. This year, I worked at the 3 play-off Championship finals played at Manchester United and Wembly.

**Sampling** - Many products from beauty to food samples at all kinds of events & promotions.



# Work Experience Continued

Alcohol sampling -WKD many times in night clubs, warehouses etc. Also Bulmers & Magners cider; Corona, Carlsberg, Coors Light & Cobra beer; Morgan Spiced rum, & Macallan & Highland Park whisky.

## Modelling Experience

**Photographic** – My fashion images include fitness, lingerie, swimwear, bridal, motor racing wear and sports & outdoor specialist clothing.

My images have been published in a wide variety of media – clothing catalogue, various magazines, & shop window display and billboards, online catalogues for clothing & fitness wear etc.

Commercial images include Halfords, Pure Wedding Services, Hampton by Hilton hotels, Vodka K – plus video/viral.

Clothing catalogue work include Wolverhampton Wanderers FC, Kaftan Crazy, RAM Motorsport/Racequip race wear & Jack Orton.

**Demonstration Model** – I regularly help demonstrate products on Ideal World shopping channel. Also I have been the model used to demonstrate St Tropez tanning to salon owners.

**Fitting modelling experience** – I have modelled lingerie to delegates at a conference & at Moda 2009- 11 at the N.E.C. and at the British Bridal Exhibition, Harrogate. I was modelling elegant evening wear for buyers. I have also been used many times to represent Triumph lingerie at ‘The Clothes Show Live!’ N.E.C. and new shop openings, promotions etc.

Other clients include Flexees Shapewear & Mandy Barr Fashions & Frank Saul Fashions.

**Catwalk model** – Fashion and lingerie wear at fashion shows & conferences. Clients include Kawasaki, Heart Research UK, imjustwindowshopping.com, & Cancer Research UK.

## Other

**Acting** – I also work as an Extra/Walk-on for TV programmes such as Doctors & Hustle for BBC1, commercials, ad breaks for Sky, a video on YouTube, mobile downloads etc.

**Dance** - From 1993 to 2005 I took part in many dance shows, dance festivals etc around West Midlands and gained many certificates and a trophy for tap and modern.

To keep fit & toned I now go to Zumba classes regularly. I can pick up & remember choreography & dance routines for fashion/catwalk shows.

## Education

G.C.S.E.’s 2005- English Language: B, English Literature: B, Mathematics: B, Science (Double Award): C C, Child Development: A\*, French: C, Drama: C, Geography: C. R.E.: A.

A LEVEL 2007- Food technology: C, English Language & Literature: D. Religious Studies: C

Full references from agencies or photographers provided on request.

