

ROSIN

Personal statement

I am a confident, motivated and hardworking Advertising and Marketing graduate with professional experience across a range of industries, Various managerial roles have given me the opportunity to develop excellent leadership skills whilst understanding the value of teamwork, and experience working with people and customers has given me the opportunity to develop excellent communication and the ability to convey important messages in new and creative forms.

I thrive on challenges, working under pressure in fast paced environments, whilst always working to perform beyond the expected standard, creating an excellent impression of the company and making positive impacts to the business. My most recent promotions experience are as a Brand Ambassador for Mercedes-Benz at Goodwood Festival of Speed and as a hostess in the VIP Drivers Lounge at the British Grand Prix. As well as being a brand ambassador in an O2 store for LG, giving me excellent experience of working for very well known brands.

I absolutely love promotions and when I am on jobs I am constantly praised by customers for maintaining enthusiasm even at the end of long days and for always being so smiley. I take a lot of pride in what I do and get a real buzz when someone tells me that I helped them in enjoying the event/promotion because of my input.

I am passionate and enthusiastic and I have a bubbly outgoing personality with a huge variety of interests, making it easy for me to engage with a whole range of customers and to relate with products and brands I am working for.

Statistics

5ft 8, 25inch waist, 37 inch hips, size 6/8, shoe size 5,
brown hair and green eyes.

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

Work Experience

Freelance Model and Promotions

Recent work:

- BA at Goodwood Festival 2015 for Mercedes-Benz
- Hostess in the Drivers Lounge at the British Grand Prix 2015
- One of “Bally’s Girls” in International Music Video for Bally Sagoo, Apache Indian and TAB (Feb)

Other:

- HSBC (Banking Operations), Customer Service Representative
- Winner of the ‘Connected’ Award, nominated by colleagues for “Connecting with customers, communities and colleagues. Caring about individuals and their progress, showing respect and being supportive and responsive”.
- Look into continuous quality improvement by consistently suggesting and implementing new and innovative ideas, making savings and reducing operational and financial losses in both my own and other business areas.
- Proactively established mentors from other areas of interest within the company and arranged work experience placements at HSBC Press Office at Head Office in Canary Wharf.
- Set up a monthly stakeholder newsletter, analysing productivity, savings, successes and losses each month.
- Provide training for the rest of the team as an Accredited Coach and volunteer to train other departments for both my own development and the development of others.
- Create and implement effective procedure audits.
- Collaborate with teams from other business areas to improve procedures.
- Deal with complex queries via telephone and face-to-face, and finding solutions.
- This role has helped me to develop skills in networking, training others, using creative solutions to enhance a business, working as a team in a corporate business environment, public relations and has greatly enhanced my personal and professional development. In this role, organisation, time-management and professionalism are incredibly important, so my time here has allowed me to develop these skills.

Pizza Express, December Duty Manager

- Managed a team of waiters and kitchen staff ensuring effective, smooth running of the restaurant whilst providing excellent customer service at all times.
- Assisted during the interview and selection process when taking on new staff.
- Communicated effectively, ensuring the team was motivated and working well together, and addressing any issues efficiently and professionally.

- Consistently received positive feedback from customer experience surveys.
- Analysed and implemented effective ways of reducing stock loss.
- Took responsibility for any complaints, turning negative experiences into positive ones.
- Thought of efficient and effective ways to overcome problems and gain more customers on quiet days.

This role has given me valuable experience in a managerial position leading a large team in a fast paced environment where things never stand still, giving excellent customer service at all times.

Urban Decay Cosmetics, Beauty Sales Consultant

- Managed and took responsibility for the shop at least two days a week.
- Built a loyal customer base, maintaining relationships for future events, maximising sales and ensuring returning business.
- Arranged and organised exciting customer shopping events to increase sales and create extra interest around the brand.
- Took responsibility for personal performance and consistently met and exceeded sales targets.
- This role gave me the opportunity to develop my management skills and also develop new skills such as events planning, whilst teaching me the importance of excellent customer relationships.

The Body Shop, Customer and Sales Representative

- Took responsibility for the make-up stand and all sales, working to improve merchandising, product training of staff and sales increase.
- Scored 90% on a company mystery shop scheme, analysed my results and then provided feedback to the rest of the staff to help reach 100% in the future.
- Consistently exceeded weekly targets, working as part of a team, being recognised and rewarded for being as one of the top performing stores.

This role has really taught me the importance of excellent customer service and the opportunity to train other members of staff exercised my leadership skills which have been incredibly valuable.

Quiz Clothing, Coventry, Temporary Sales Assistant over the summer

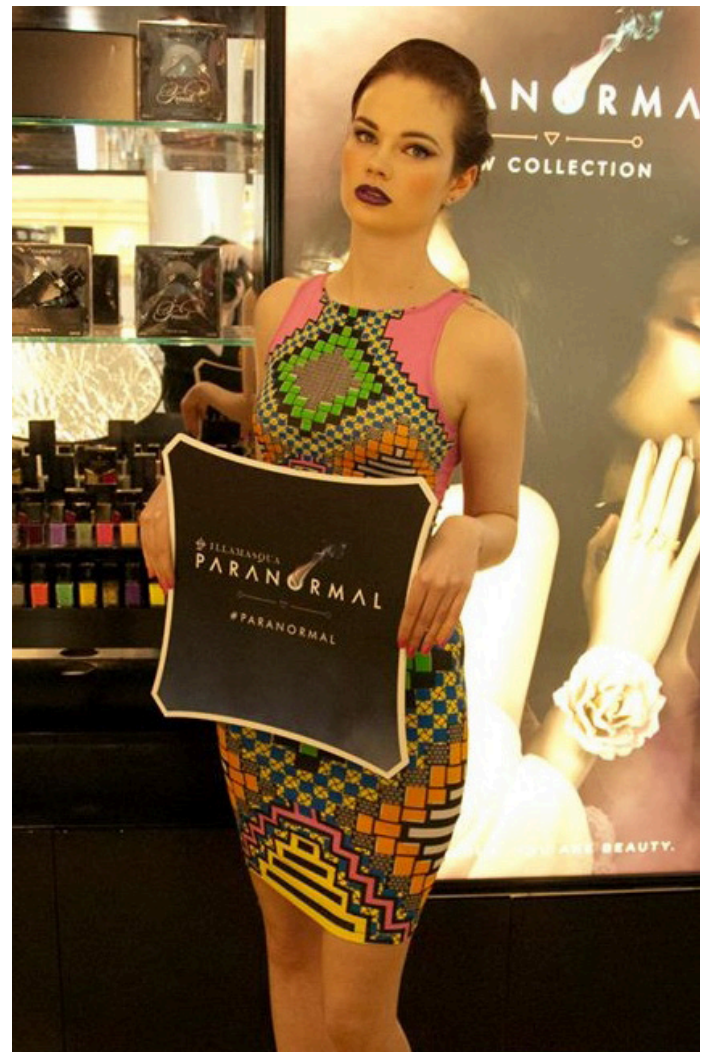
- Took ownership of visual merchandising of the whole store
- Helped set up the store and was there for the opening
- Learnt to cash up for extra responsibility
- Achieved sales and account opening targets on a weekly basis
- This role allowed me to gain experience in the fashion sector, I was there through the whole process of the store opening, helping it go from an empty shop to all stock with customers in it which was hard work and great experience.
- The Earlsdon Cottage, October Bar Supervisor
- Quickly gained promotion from a barmaid in just three months.
- Took ownership of the VIP bar, ensuring effective running, whilst supervising 3 members of staff a night.
- Used my ability to focus and be accurate under pressure, and the trust of my manager, to process all payment calculations in my head whilst the till system was down for several months.

This role was very fast paced so exercised my ability to work under pressure whilst supervising others as well as my ability to use social media professionally to enhance a business.

Escapade Nightclub, Promotions Supervisor

- Networked with local businesses, securing advertising deals to increase publicity and maximise sales.
- Effectively used sales skills to sell customer deals and overcome business competitor, whilst using social media to promote the venue and events.
- Responsible for looking after all VIP customers and securing further promotion from influential people.
- Devised strategy each night and guided other promotions staff on what to do to maximise business.

This role greatly enhanced my networking and communications skills as I was constantly building and maintaining excellent customer and partner relationships.



Education and Training:

Coventry University, 2009 – 2012:

2:1 Advertising and Marketing BA (Honours)

Chesterfield College, 2007 – 2009:

A-Level: Business Studies (B), Biology (C), Chemistry (C) and Maths AS (C)

St. Mary's High School, 2002 – 2007:

GCSE: 4 A*'s, 4 A's, 2 B's

Interests and Activities

Performing Arts – Attended performing arts school, dance school and have performed in several shows. This has always been something I enjoy and allows me to express myself creatively.

Volunteering & Fundraising – I won the title of Miss Warwickshire GB 2014 which involves organising events, raising money for charity, gaining media attention and business sponsorship. I completed a sponsored swim and organised a halloween party in 2014 raising around £500 in total for charity. Attending events with my title has allowed me to improve further my communication skills and talking to a wide variety of people.