

Personal statement

I have had six years of Exhibition, Promotional and Hospitality experience I have worked in events and promotions for the last 6 years. I speak fluent French and Spanish with some German - I spent this winter working in Switzerland. I have worked Spring and Autumn Fairs 2010 onwards and work at the NEC often over the last 6 years, as well as other exhibition centres in a variety of roles from stand hostess to sales. I grew up in Birmingham I have visited India twice (Mumbai, Delhi, Rishikesh) for extended travels and learning, and I enjoyed the experience immensely. Naturally this may be an extra asset for any Indian client.

The benchmark I set myself is to be a bright and enthusiastic asset to any project. My experience spans a wide variety of projects and responsibilities, from logistics and setup to sales and rallying consumer involvement. I have excellent interpersonal and organisational

skills, and therefore also make a great choice as team leader and event manager. My focus is always to represent the client in an active and responsible way.

I graduated from university in International Business, French and Spanish. I have a full motorcycle, car and 7.5 tonne vehicle licence.

I have travelled, trekked, worked in scuba diving, IT training and project management. I am a photographer and professional nail stylist.

I love to crochet and do yoga. I'm a bit of an all-rounder!

Statistics

Hair Length Medium Long
Hair Color Black
Eye Color Brown

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 leafletting campaigns and promotions
- P R and Publicity Campaigns

Continued page 2



Acting Bar Person Car Driving License
Computer Skills (Advanced) Computer Skills (Novice)
CRB
Face Painting First Aid Certificate Health / Hygiene Cert
HGV Driving License Make Up Artist Motorcycle License
Nail Technician Own Transport Public Speaking
Qualified Dancer Roller Skating / Blading

Languages

First language: English
English Bengali Chinese
Czech French German
Greek Hindi Italian
Japanese Polish Portugese
Punjabi Russian Spanish
Urdu Other

Availability & Travel
Mon Tue Wed Thu Fri Sat Sun
Daytime/ Evening:

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

Work Experience

Airport Passholder Assistant Event Manager Auditing

Chef Conferences Costume and Character

Credit Card Trained Data Capture Demonstration

Event Management (up to 5+ staff) Exhibitions Fragrance / Counter Cover

Hospitality Installation In-store / Store approved

Leafletting Merchandising Modelling

Mystery Shopping Presenting Rigging

Roadshows Sales Sampling

Security Technology Van Sales

Assistant Event Manager

Crocs at Weymouth Olympics Bayside Festival, 2012. Union Hand Roasted Coffee Roadshow, Food Festivals, County Shows & Fairs,

Taste of London, BBC Good Food Show, etc, 2008 - Collect stock, stand and equipment in 3.5T van, stand setup, running and packdown, drive sampling of coffee and promote ethical and distinguished coffee drinking, manage team of 2-3.

Manouk Jewellery at Pure 2006-2011.

Conferences

Dept of Health Conference, 2010 - Registrations and seminar facilitation.

Advantage West Midlands Awards, 2007 - Hostessing and competition entry.

Bodyshop Magazine Industry Event, 2007 - Running competition on racing car simulator.

Chamber of Industry "Respect" Roadshow, 2006 - Conference registration and hostessing.

Lloyds TSB W & IB Share Fair, 2006 - Registrations and seminar facilitation.

Costume and Character

Scrivens Eric the Ear, 2010, Motorola V3 Razr Black Launch Event 2005, Travelocity Advert 2005, Orange Mobile Advert 2005, Ivy Soft

Drinks Advert (Thailand) 2005, The Fifth Commandment movie 2005.

Data Capture

Band/artist/performer promotions and mailing list, 2010. Renault UK, Commercial Vehicles Show, Gardening shows, Ride & Drives, County shows, exhibitions and events nationwide, 2007-2010.

Renault, Motorshow, 2008.

Chrysler, Jeep, Dodge, 2008 - County Shows and Fairs.

Hyundai, Motorshow 2006.

Demonstration

Sky 3D, Summer Festivals and City Centres Tours, 2010.

Sanyo Xacti Camcorder, 1 month roadshow through France and London on Vespa trailer campaign with photoshoots and demonstrations, 2010. Vaseline Sheer Infusion, including skin-testing, 2010. Renault UK,

2007-2010. Chrysler, Jeep, Dodge, 2008. Hyundai, 2006.

Guitar Hero 2, 2006.

Event Management

PR, publicity, sales (36 charities), ordering, merchandising, day-to-day running, recruiting and managing 20-25 volunteer staff, 2 months 2005-2010.

Superdrug Summer Truck Tour, one-month 3000 miles around UK, 2011.

Union Hand Roasted Coffee Roadshow, Food Festivals, County Shows & Fairs, Taste of London, BBC Good Food, etc, 2008 - Drive

3.5T van, stand build, sampling and promoting ethical and distinguished coffee drinking.

Team Leader, Renault, Ride & Drives, County Shows, exhibitions and events nationwide, 2007-2010.

Exhibitions

Spring Fair & Autumn Fair, Pure Olympia, Subcon, The Baby Show, BBC Good Food Show, BBC Gardeners' World Show, A Place in The

Sun, IPEX, IMHX, Recycling and Waste Management Show, NEC Boat & Caravan Show, Motorshow ExCel, Hotelympia ExCel, Nectar For Business NEC, ...

Hospitality

Mercedes AMG Track Days 2006-2011, Mercedes Benz Dealership Events, Renault UK 2007-2010, What Van & Business Car Live (driver)

2007, Omega Sektor 2007, Barloworld 2007, ...

In-store / Store approved

Boots, Superdrug, Asda, Tesco, Sainsburys, Morrisons, ...

Leafleting

Scooter & trailer campaigns including leafleting for Sanyo Xacti & BSM, 2010. Band/artist/performer promotions and mailing list for

Eminem, Lissie, Semi-Precious Weapons, Liam Bailey, 2010. O2 Mobile, Cannons Gym, Caravan Club, Marmite, O2 Academy Events,

Cocktail Crazy Bar Promotion, ...

Merchandising

Charity Christmas Card Shop Manager, Nov-Dec every year since 2005-2010 - setup, packdown, recruitment, marketing, media, PR,

publicity, sales (36 charities), stock ordering, merchandising, all day-to-day running, managing volunteer staff of 20-25. Union Hand-Roasted Coffee, events and in-store merchandising.

Modelling

British Touring Cars Championships (BTCC), Le Mans Endurance Race, Travelocity Advert, 2005. Orange Mobile/Music World Advert, 2005. Motorola V3 Razr Black Launch Event, 2005.

Mystery Shopping

Lipton Iced Tea, 2010.

Presenting

Sky 3D Channel, Jul-Oct 2010; Cards For Good Causes 2005-2010; Sky Festival, National Geographic Channel 2006.

Roadshows

Union Hand Roasted Coffee Roadshow, Food Festivals, County Shows & Fairs, Taste of London, BBC Good Food Show, etc, 2008 -

Collect stock, stand and equipment in 3.5T van, stand setup, running and packdown, drive sampling of coffee and promote ethical and distinguished coffee drinking, manage team of 2-3.

Sales

Strongbow, music festivals, 2010-2011. Giftware Association memberships, 2011. Top sales: >£1200 of icecream in 1 day, Alton

Towers, 2010. Magazine subs: Caterer & Hotelkeeper, 2010. Place in the Sun, 2006-2007. In-store: Vaseline S.I., Gillette Fusion,

Roadshows

Union Hand Roasted Coffee Roadshow, Food Festivals, County Shows & Fairs, Taste of London, BBC Good Food Show, etc, 2008 -Collect stock, stand and equipment in 3.5T van, stand setup, running and packdown, drive sampling of coffee and promote ethical and distinguished coffee drinking, manage team of 2-3.

Sales

Strongbow, music festivals, 2010-2011. Giftware Association memberships, 2011. Top sales: >£1200 of icecream in 1 day, Alton

Towers, 2010. Magazine subs: Caterer & Hotelkeeper, 2010. Place in the Sun, 2006-2007. In-store: Vaseline S.I., Gillette Fusion,

NOWT, 2009-2010. Manouk Bijoux, 2006-2011. F1 Merchandise, 2008. Renault UK, exhibitions/events nationwide, 2007-2010.

Renault, Motorshow, 2008. Chrysler, Jeep, Dodge, 2008. Hyundai, Motorshow 2006.

Charity Christmas Card Shop Manager, Nov-Dec every year since 2005.

Sampling

2010: Colgate Sensitive Pro-Relief, Vaseline Sheer Infusion, Marmite Cereal Bars, Impulse Into Glamour. 2009: Gillette Fusion and

Skincare, The Sanctuary Mela, Oats & More Cereal. 2008: Union Hand-Roasted Coffee Roadshow. 2007: Ugo's Paninis, Danone Essensis,

Muller One-a-Day, Muller Amore, Sugar Puffs/Hives Save Lives, Trident.

Technology

Sanyo Xacti Camcorder, 1 month roadshow through France and London on Vespa trailer campaign with photoshoots and

demonstration, 2010. Guitar Hero 2, Lobster/BT Movio, Motorola V3 Razr, E-On Power Savers, Cars: Renault (2007-2010),

Chrysler/Jeep/Dodge (2008), Hyundai (2006), full time IT training designer and presenter for media asset management systems, 2000-2001, ...

Acting

Travelocity TV Advert, 2005. Orange Mobile/World Music TV Advert, 2005. Ivy Soft Drinks TV Advert (Thailand) 2005. The Fifth Commandment, Movie, 2005.

Bar Person

Strongbow Festivals 2010-2012, Isle of Wight, V Festival, Creamfields. Worked in restaurant and cocktail bars through college and

University in UK and Spain.

Car Driving License

15+ years clean driving licence, including 7.5 tonne vehicles.

Computer Skills (Advanced)

Training in Web Development, including Adobe CS6. Apple certified Final Cut Pro for movie editing.

Computer Skills (Novice)

Happy using Apple Mac or PC; Word, Excel, Powerpoint, iTunes, variety of Internet browsers.

Health / Hygiene Cert

Food Safety Level 2 valid until Feb 2013.

Motorcycle License

10+ years full clean motorcycle licence (any size motorcycle).
I love riding motorbikes and scooters too and undertake promotional scooter work.

Nail Technician

Qualified Nail Technician and Educator in Luxury Manicure, Gel Enhancements, Advanced Nail Art. Specialist in Designer Gel Nails. Can demonstrate, sell, pamper, etc.

Own Transport

I have my own car and am willing to travel almost anywhere for my work!

Education

BA (Hons) International Business
with French and Spanish (2:1). A'
Level Media Studies, Business Studies,
French, Spanish and General Studies

(A,A,A,A,B).