

ABIGAIL JONES

Promoter

INFO

ADDRESS

1515 Pacific Ave, Los Angeles,
CA 90291, United States

EMAIL

abigail@email.com

LINKS

[LinkedIn](#)

[Facebook](#)

[Instagram](#)

SKILLS

Cold Calling



Research



Networking



Sponsorships



Sports Legislation



Proposals



Strategic Marketing



Product Demonstrations

PROFILE

Dynamic product promoter with extensive experience in presenting product features to large audiences. Hardcore persuasion skills coupled with innovative product demonstrations secures continuous deals of over \$100k per month.. Proven relationship building skills backed by a Bachelor's Degree in Sales and Marketing.

EMPLOYMENT HISTORY

Senior Product Promoter, Wish Online Products

Aberdeen

Nov 2017 - Present

Advertising revenue increased following the implementation of a bi-monthly email campaign, which resulted in a 30% uptick in leads generated and a 20% improvement in monthly online advertising subscriptions .

- Actively involved in research efforts to identify new marketing strategies, business opportunities and the performance of competitors
- Participate in trade shows, sales workshops, sales seminars, and events on behalf of the business to increase visibility
- Stay on top of new trends and innovation within the industry
- Continuously network by staying an active member of relevant industry bodies locally and internationally where applicable
- Cultivate relationships with prospective new clients.
- Present sales proposals to potential clients
- Structure deals and payment terms
- Coach and mentor junior promoters and sales reps
- Organize quarterly road shows to visit regular clients based outside of state borders

Night Club Promoter, Miami Night Club Network

Miami

Aug 2015 - Sep 2017

Market events by word of mouth, email blast, handing out fliers and putting up posters to create awareness. Responsible for all

HOBBIES

Running, Tennis, Basket Ball

LANGUAGES

English

Italian

Spanish

club launching events on the Miami boardwalk mile.

- Secure sponsorships and advertising contracts
- Attend networking events to solicit clients
- Attend club launches and inauguration parties
- Manage social media awareness campaigns
- Work in a nightlife setting and visit three clubs per evening selling tickets and promotional items
- Sell event tickets, party-bus services to corporates
- Build creative sales strategies to increase customer satisfaction and attain business sales goals
- Sell VIP packages to corporate companies in the area
- Make promotional videos of club facilities and conduct interviews with club DJ's, waiters and managers

EDUCATION

Ashford University, Bachelor in Sports & Recreation Management

Denver

Mar 2013 - Mar 2015

Majors: Sales Management, Sports Management

Minors: Communications, Marketing, Sports Legislation

Accolades: Deans Honors List

San Francisco Secondary College, High School Diploma

San Francisco

Sep 2012

- Part of the Student Body for two years
- Organize all promotional athletic and swimming meets
- Invite University representatives to sports events to secure scholarships

COURSES

Social Media Mastery Course, Lion's Women in Business College

May 2018 - Aug 2018

ISM Certificate in Sales and Marketing, Dale Carnegie

Mar 2019 - Present

INTERNSHIPS

Athlete Promoter, Ashford University

Denver

Mar 2019 – Mar 2019

- Negotiate sponsorship terms with managers, legal departments, union officials, and other persons regarding elite athletes' contractual rights and obligations with the university's executive board
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VOLUNTEERING

Ashton Community Library

Denver

Jul 2010 – Sep 2012

- During the summer holidays assisted Library Manager with various administration tasks such as bookkeeping, filing, reorganizing shelves and coding of new stock