

Abigail Jones, Promoter

1515 Pacific Ave, Los Angeles, CA 90291, United States, abigail@email.com

Place of birth	San Antonio	Driving license	Full
Nationality	American		

LINKS [Linkedin](#), [Facebook](#), [Instagram](#)

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

Nov 2017 – Present **Senior Product Promoter, Wish Online Products** Aberdeen

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

Aug 2015 – Sep 2017 **Night Club Promoter, Miami Night Club Network** Miami

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

Mar 2013 – Mar 2015 **Ashford University, Bachelor in Sports & Recreation Management** Denver

Majors: Sales Management, Sports Management
Minors: Communications, Marketing, Sports Legislation
Accolades: Deans Honors List

Sep 2012 **San Francisco Secondary College, High School Diploma** San Francisco

- 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

May 2018 – Aug 2018 **Social Media Mastery Course, Lion's Women in Business College**

Mar 2019 – Present **ISM Certificate in Sales and Marketing, Dale Carnegie**

SKILLS

Cold Calling	Experienced	Research	Expert
Networking	Experienced	Sponsorships	Skillful
Sports Legislation	Beginner	Proposals	Skillful
Strategic Marketing	Expert	Product Demonstrations	Experienced

INTERNSHIPS

Mar 2019 – Mar 2019 **Athlete Promoter, Ashford University** Denver

- 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

HOBBIES

Running, Tennis, Basket Ball

LANGUAGES

English	Native speaker	Italian	Good working knowledge
Spanish	Working knowledge		

VOLUNTEERING

Jul 2010 – Sep 2012 **Ashton Community Library** Denver

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