

ABIGAIL JONES

Promoter

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

abigail@email.com

Place of birth *San Antonio* Nationality *American*
Driving license *Full*

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.

EXPERIENCE

❖ **Senior Product Promoter, Wish Online Products** 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.

Aberdeen

- 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** 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 club launching events on the Miami boardwalk mile.

Miami

- 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** Mar 2013 – Mar 2015
Bachelor in Sports & Recreation Management Denver

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

❖ **San Francisco Secondary College** Sep 2012
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

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

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

SKILLS

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

INTERNSHIPS

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

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

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