



# Abigail Jones

Promoter

## 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 at Wish Online Products, Aberdeen

November 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 at Miami Night Club Network, Miami

August 2015 – September 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.*

- 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

## Details

1515 Pacific Ave, Los Angeles, CA  
90291, United States  
[abigail@email.com](mailto:abigail@email.com)

Place of birth

San Antonio

Nationality

American

Driving license

Full

## Links

[Linkedin](#)

[Facebook](#)

[Instagram](#)

## Skills

Cold Calling

Research

Networking

Sponsorships

Sports Legislation

Proposals

Strategic Marketing

Product Demonstrations

## Hobbies

Running, Tennis, Basket Ball

## Languages

English

Italian

Spanish

- Make promotional videos of club facilities and conduct interviews with club DJ's, waiters and managers

## Education

### **Bachelor in Sports & Recreation Management, Ashford University, Denver**

March 2013 – March 2015

Majors: Sales Management, Sports Management

Minors: Communications, Marketing, Sports Legislation

Accolades: Deans Honors List

### **High School Diploma, San Francisco Secondary College, San Francisco**

September 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 – August 2018

### **ISM Certificate in Sales and Marketing, Dale Carnegie**

March 2019 – Present

## Internships

### **Athlete Promoter at Ashford University, Denver**

March 2019 – March 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

## Volunteering

### **Ashton Community Library**

July 2010 – September 2012

Denver

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