



# LUCY JANE YOUNG

☎ 0447 167704

✉ lucy.j.young@hotmail.co.uk



*I am ambitious, enthusiastic and hard-working with wide-ranging experience in experiential marketing roles. I am accustomed to working under pressure and I adapt accordingly. My determination and versatility demonstrates my ability to work independently or as part of a team. Having managed for World renowned brands, I am always committed to reaching their desired objectives and representing their values with a smile on my face!*

## TRAINING AND QUALIFICATIONS

<b>THE UNIVERSITY of EXETER '04 – '07</b>	<b>B.A.(Hons) DRAMA. 2:1</b>
<b>Radyr Comprehensive School '97 – '04</b>	<b>A LEVELS: A (Drama) A (Welsh) B (Economics)</b>

## EXPERIENTIAL MARKETING WORK EXPERIENCE

BRAND	JOB/ LOCATION	ROLE
<b>Coca-Cola</b>	Coca-Cola Presenting Partner of 2012 Olympic Torch Relay/ 70 Day Nationwide Tour	Assistant Advanced Activation Manager & Presenter
<b>American Express</b>	AMEX Centurion Olympic Lounge/Westfield, Stratford	Event Manager
<b>Digital UK</b>	Digital UK Switch-Over Roadshow/ Across Wales	Event Manager
<b>Daily Mirror</b>	Daily Mirror & Fish 4 Jobs Careers Roadshow/ UK	Event Manager
<b>National Careers Service</b>	National Careers Roadshow with Daily Mirror & Fish 4 Jobs/ Nationwide	Event Manager
<b>Sainsbury's</b>	Halloween In-Store Activity/Blackwood, South Wales	Event Manager
<b>Cadbury</b>	Cadbury 'Crispello' In-Store Sampling/ S.West Team	Team Leader
<b>Blackrock</b>	Blackrock Conferences/ Various UK Locations	Corporate Hostess
<b>AMG Mercades</b>	Festival of Speed Showcase/ Goodwood	Promotional Model/ Hostess
<b>Microsoft</b>	Windows 8 University Tour (2012 & 2013) / South Wales & South West	Brand Ambassador/Demonstrator
<b>Samsung</b>	Samsung Galaxy Studio, 3 Month Pop-Up/ Cardiff	Brand Ambassador/Demonstrator
<b>Samsung TV</b>	Samsung Smart TV Roadshow/ UK Locations	Brand Ambassador/Demonstrator
<b>Coca-Cola</b>	100 Day Coca-Cola Torch Tour/ Nationwide (City Centres, Theme Parks, Supermarkets, Festivals)	Core National Brand Ambassador
<b>Pepsico</b>	Britvic Stand for J2O Glitter Berry/ Punch Tavern & Carlsberg Trade shows, Bristol	Promotional Model/ Sampling
<b>Microsoft</b>	X-Box 360 Kinect Demonstrating/ Various, Cardiff	Core Regional Demonstrator
<b>Magners</b>	Magners Golden Draught Sampling Promotion/ Various Bars, Cardiff	Promotional Model/ Sampling
<b>Cheltenham Racecourse</b>	Cheltenham Gold Cup Corporate Hospitality/ Cheltenham Racecourse	Promotional Model/ Hostessing
<b>Phillip Morris</b>	Chesterfield Active Selling/Various Bars/Clubs Bristol	Promotional Model/ Sales
<b>Blackberry</b>	Phones 4U Conference/ Celtic Manor, Newport	Promotional Model
<b>Nokia Lumia</b>	Tesco Technology Conference/ Celtic Manor	Promotional Model
<b>Benefit</b>	Benefit Cosmetics 'Benefayre'/ Cardiff	Brand Ambassador/ Photo Booth

<b>Malibu</b>	Malibu Red Sampling Promotion/ Kontiki, Swansea	Brand Ambassador/ Sampling
<b>Vitamin Water</b>	Vitamin Water UK Sampling Promotion/ Various Locations in South Wales & the South West	Core Regional Brand Ambassador
<b>Channel 4 TV</b>	'Hotel GB Room Service' Twitter Competition/ Bristol	Delivery Manager
<b>Digital UK</b>	Photo-shoot Promoting Welsh Digital UK Switch-over Dates/ Various Iconic Welsh Landmarks	Costume/ Character and Photographic Work as 'DigitAL'
<b>Tesco</b>	UK Technology Conference/ Celtic Manor, Newport	Corporate Hostessing
<b>Phillip Morris</b>	Marlboro Retail Mystery Shopping/ Various Cardiff	Mystery Shopper
<b>Hugo Boss</b>	F1 'McLaren' Simulator Competition/ The Mall, Bristol	Promotional Model
<b>WB Film</b>	Warner Brothers DVD In-Store Active Selling/ Cardiff	Brand Ambassador/ Sales
<b>Butlers in the Buff</b>	Greeting Wedding Guests as a Butlerette/ Celtic Manor, Newport	Promotional Model/ Hostessing
<b>Microsoft</b>	Windows 8 Careers Fayre Showcasing/ Glamorgan University, Pontypridd	Brand Ambassador
<b>Chivas Regal</b>	Chivas Regal International Management Conference/ Heathrow & London	Hostessing/ Production Assistant
<b>Coca-Cola</b>	Nationwide Coca-Cola Christmas Truck Tour/ Newport	Brand Ambassador/ Photographer
<b>Diageo</b>	Diageo Launch of Johnnie Walker Gold Label Reserve/ Malmesbury	Promotional Model
<b>Brothers</b>	Brothers Cider Party/ The Woodville, Cardiff	Promotional Model/ Sampling
<b>Mercades</b>	VSA Awards Dinner/ Celtic Manor Cardiff	Promotional Model/ Hostessing
<b>Mind Candy</b>	Mooshi Monser Hamley's Toy Store Opening/ Cardiff	POS Merchandising
<b>Welsh Gov</b>	National Conference/ City Hall, Cardiff	Corporate Hostessing
<b>Children's Hospital Charity</b>	Wallace & Gromit's Grand Appeal Christmas Light Switch-on with JLS/ Bristol	Costume/ Character Work as Gromit
<b>Nationwide</b>	'Voyager Rocks' Corporate Event/ MECA, Swindon	Promotional Model/ Hostessing
<b>Virgin</b>	Virgin Mobile PAYG Free Sim Card Promotion/ Cardiff	Brand Ambassador
<b>Tui</b>	Hostessing at 'The Tui Shout'/ Tokanui, New Zealand	'Tui Girl' - Promotional Model
<b>Dove For Men</b>	Compiling Book of Fans Messages for Shane Williams/ Millennium Stadium, Cardiff	Brand Ambassador/ Data Capture
<b>Thomas Cook</b>	British Lions Rugby Competition/ Millennium Stadium	Brand Ambassador/ Data Capture
<b>BBC, S4C, CHANNEL 4</b>	Range of Television. Film, Advertising Productions/ Various Film Locations & Studios	Actress/ Supporting Artist

## KEY SKILLS & STATISTICS

<b>Statistics</b>	<b>Appearance</b>	<b>Languages</b>	<b>Skills</b>
<b>Waist:</b> 26"/ 67cm <b>Hips:</b> 34"/ 89cm <b>Inside Leg:</b> 32"/ 81cm <b>Height:</b> 5'7"/ 170cm <b>Chest:</b> 32"/ 81cm <b>Collar:</b> 14"/ 35.5cm <b>Hat:</b> 23"/ 58.5cm	<b>Dress Size:</b> 8/10 <b>Bra Size:</b> 32 E <b>Eye Colour:</b> Green <b>Hair Colour:</b> Dark Brown <b>Hair Length:</b> Long <b>Tattoos:</b> None <b>Piercings:</b> Ear Lobes	<b>Welsh:</b> Fluent written and spoken  <b>German &amp; French:</b> Basic knowledge	<ul style="list-style-type: none"> <li>• First Aid Trained</li> <li>• Acting</li> <li>• Presenting</li> <li>• Dancing</li> <li>• Ski-ing</li> <li>• Excellent IT skills</li> </ul>
<b>▪ FULL <u>CLEAN</u> UK DRIVING LICENCE ▪</b>			

## INTERESTS

I have a great passion and interest in drama and the arts as well as a variety of sports including skiing and running. I enjoy organising and participating in a range of events for charity. I also love traveling to experience new and diverse cultures.