

Ellie Rowlands

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I am looking for part or full time work, within a variety of promotional roles. Experience living and studying overseas, along with my passion for travel, has provided me with vast cultural knowledge and a greater confidence towards my work ethic. I have years of employment within the hospitality sector and brand promotions, with experience working in pressure-filled, target-driven environments. I am confident in approaching customers, memorizing product information and striving within a team. I am also computer literate with a good understanding of Photoshop, Excel, StopmotionPro, Final Cut Pro and HTML. Other abilities include conversational French, and strong organisational skills.

Education

2009-2012- Upper Second Class (BA) Honours Degree in Fine Art, at Leeds Metropolitan University

2009- A Levels in Art & Design, English Literature & Language, French, and History at The Friary School, Lichfield.

Employment

September 2012- Present- Promotional work. I have been working as a brand ambassador for various clients, and my promotional experience includes: in-store product sales and demonstrations, leafleting, data capture, sampling, hosting, front of house, lead generation, drinks and waiting staff, and campaigns. Some of the brands I have worked for include: Coca-cola, Panasonic, Intel, Huawei, Heineken, and Brand USA. Main Agencies: Channel Advantage, Elevate Communications.

September 2012- April 2013- Theatre usher and bar tending at local independent chain 'Everyman Cinemas'. Working for Everyman broadened my knowledge of the hospitality industry as I participated on a wine tasting course and had professional barista training by Illy.

October 2012- December 2012- Worked an 8 week campaign for leading technology brand Panasonic, working as an in-store sales and product demonstrator for Lumix G series DSLR cameras, at Dixons Travel airside at Gatwick Airport.

June 2012- August 2012 – Weekends at Alrewas Hayes Wedding & Events services. My responsibilities included silver service waitressing, cocktail bar work, front of house, drinks reception, and table arrangement.

Experience

September 2011- I collaboratively created a stop-motion animated ident 'Mousehouse' for TV channel E4 that was used as advertising in-between programmes throughout 2011/2012. Mousehouse was also featured in design magazine 'Creative Review' in the November 2011 Issue.

February 2012- I co-created a commissioned stop-motion animation advertising 'Watersprite': The Cambridge International Student Film Festival.

June 2011- July 2012- During my second and third years at university I helped curate several exhibitions, including a private show of my work and a collaborative one with other students at private galleries in Leeds.

April 2011- I participated in a charity hitch-hike from England to Morocco, travelling over 1200 miles and raising over £750 for the charity Link Community Development. To fundraise I collaboratively set up weekly life drawing classes at Leeds Metropolitan University. This challenge helped me develop the importance of team work and resolve in the face of adversity.

June 2007- I passed my bronze Duke of Edinburgh upon completion of 6 weeks of physical and volunteering activities and weekend expeditions. The perseverance of this task proved my determination and communication within a group, at the same time building my confidence and independence immensely.

Hobbies

Animation- In my spare time, I create stop-motion animations for commercial, and entertainment use. I am a multidisciplinary artist, focusing on stop-motion animation, model making and set design, but also skilled in painting and taxidermy.

Travelling- My most recent venture was six months backpacking around South East Asia, a road trip up the East coast of Australia and touring both North and South Islands of New Zealand.

Scuba-Diving- I have completed my Padi Open Water certificate and my Advanced Open Water. I have been diving in Thailand, Bali and Borneo- but have yet to see the elusive whale shark!

Film- After working in cinema, getting weekly free tickets and being a creative type, I frequently watch new films for inspiration. Some of my favourite directors are Wes Anderson and Spike Jonze.

References

Jonathan O'Connor- Client Service Manager at Channel Advantage: Joconner@channel-advantage.co.uk

Toby and Bonnie Williams- Owners of Alrewas Hayes Events Ltd, Alrewas Hayes, Burton on Trent: Bonnie@alrewashayes.com