

## **Samantha G. Borough**

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### **Objective**

To work as a Promotions Coordinator for a large retail or manufacturing company

### **Professional Experience**

#### **2002 – Present: Junior Promotions Coordinator, Selfridges, London**

- Coordinate with sales managers in implementing promotional campaigns, conducting shop walk-in surveys, rack merchandise discounting, raffles contests and other tactical promotional plans in compliance with approved promo campaigns.
- Supervise the conduct of promotional activities.
- Secure hotel and theater schedules slots and programs for even sponsorship purposes.
- Ensure that the accredited media people like photographers and news writers are present to cover a promotional event like product launches or sponsored sports events.
- Provide regular reports to the promotions manager on customer feedbacks, media surveys and sales floor performance in monitoring effectiveness of advertising campaigns.

### **Skills**

- Excellent ability to conceptualize ideas in promoting a product or service
- Excellent interpersonal and social skills in dealing with managements, clients and advertising agencies
- Excellent verbal and writing communication skills in English.

### **Achievements**

Cited by marketing management and Publicis advertising agency for successful launch of 2005 -2008 brand advertising thematic

**Education**

1998 – 2002: BA Advertising, Wheaton College

**Reference**

Can be provided upon request