[Your Full Name]

Cell: [0XX XXX XXXX]
Email: [name@email.com]
Area: [Town/City, Province]
Availability: [Weekdays/weekends/short notice]
Languages: [English, isiZulu, Afrikaans, Sesotho...]

Profile

Friendly and target-driven brand promoter with [X] months/years' experience in in-store promotions, sampling and product demos. Confident approaching customers, explaining product benefits, and helping drive sales/sign-ups in high-foot-traffic stores. Reliable with set-up, stock control and daily reporting via WhatsApp and basic spreadsheets.

Key skills

- Customer engagement and product demonstrations
- Sales support and conversions (upselling and handling objections)
- Sampling, hygiene and neat stand set-up
- Basic stock counts and replenishment
- Daily reporting (photos, sales figures, customer feedback)
- Teamwork with store staff, merchandisers and supervisors

Promoter experience

[Agency / Staffing Company Name] — Brand Promoter (Contract)
[Month Year] – [Month Year]

- Worked on multiple in-store campaigns across [Pick n Pay/Shoprite/Checkers/Clicks/Dis-Chem/Boxer] stores in [area].
- Approached customers, explained promotions clearly, and guided interested customers to the correct aisle/product variant.
- Supported daily targets by tracking interest and conversions (e.g., units sold/sign-ups/samples handed out) and reporting to the field supervisor.
- Kept stand clean and well-presented; followed hygiene rules for food/drink sampling where required.
- Managed stock levels at the stand, did basic counts, and alerted the team early when stock was low.

Selected campaigns:

- [Brand/Product] sampling — [Store/Area], [Dates] (average [X] samples per shift)
- [Brand/Product] demo — [Store/Area], [Dates] (supported sales during peak/weekend periods)
- [Brand/App/Service] sign-ups — [Store/Area], [Dates] (explained benefits and helped customers complete sign-up steps)

Other work experience

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[Employer Name] — [Role e.g., Cashier / Sales Assistant / Waiter]
[Month Year] – [Month Year]

- Helped customers, answered product questions, and maintained a neat and organised work area.
- Worked under pressure during busy periods and kept a professional attitude.

Education

Matric (NSC) — [School Name], [Town]
[Year]

Short courses (optional)

- [Course name] — [Provider], [Year]
- [Course name] — [Provider], [Year]

Tools

- WhatsApp for shift updates and reporting
- Basic Excel / Google Sheets (simple tables and totals)

References

[Supervisor Name] — [Agency/Brand] — [Cell number]
[Manager Name] — [Store/Employer] — [Cell number]

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