

Christopher Eaton

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Website: JustEatonConsulting.com

Professional Experience

National Brand Ambassador Program Director *Kokada Products, Remote*

October 2023 - Present

- Coordinate recruitment, training, and management of brand ambassadors across multiple regions within the United States to ensure consistent brand messaging and representation.
- Develop and execute national brand ambassador programs to increase brand awareness and drive product sales in various healthy grocery store chains across 48 states.
- Conduct regular performance evaluations and provided feedback to brand ambassadors to maximize their impact and effectiveness.
- Create and manage budgets for national brand ambassador sample programs, analyzing ROI and making strategic adjustments to optimize results.
- Collaborate with cross-functional teams including marketing, sales, and events to align brand ambassador activities with overall brand objectives and strategies.
- Create and promote incentive programs to encourage in-store sales, track C.A.C., and evaluate ROI on incentives.

Southwest Florida Team Lead *Bacardi USA // TEAM, Tampa, FL*

May 2023 - June 2024

- Directed a team of 100 sales representatives in the Southwest Florida region, creating brand kits for each member and working under the Director of Florida to ensure TEAM success.
- Conducted regular performance evaluations and provided coaching and training to team members to improve customer service satisfaction.
- Collaborated with the regional manager to develop and implement strategic initiatives that increased Brand Awareness and in-store demos across the market.
- Managed scheduling, budgeting, and inventory control for the team, regularly covered multiple shifts across the state depending on the company's needs.

Freelance Brand Ambassador // Production Assistant *Just Eaton Consulting, Nationwide*

June 2018 - Present

- Represented various brands at trade shows, events, and promotional campaigns to drive awareness and increase brand loyalty.
- Leveraged social media platforms to create engaging content and promote brand values to a wide audience.
- Conducted product demonstrations and answered customer inquiries to showcase the features and benefits of different products.
- Collaborated closely with marketing teams to develop strategies for brand promotion and customer engagement.
- Maintained a positive and professional image while embodying the brand's values and mission to enhance credibility and trust among consumers.

Education

Bachelors in Communications and Media Marketing
University of South Florida at Tampa, FL

August 2019 - May 2021

Brands Represented

Alcohol: Athletic Brewing, Bacardi and all owned/Related Brands, Bud Light, Heineken Zero, Hercules Rum & Rye, Jaegermeister, Titos, Various red and white wines, White Claw

Automotive: BMW, Dodge, Ford, Hyundai, Tesla, Toyota

Concerts: Beyonce Renaissance Tour, Heros, and Headliners Tampa, Taylor Swift Eras Tour, Welcome to Rockville Daytona

Conferences: Google Cloud SKO, Workday Rising

Food/Beverage: Bang Energy, Coke Zero, Dunkin, Ghost Energy, Illy Coffee, Kokada, Lays, Monster Energy, Red Bull

Mobile Tours: Florida Pickleball League, Redbull F1 East Coast Tour, Stanley Cup Tour, Taylor Swift Eras Tour, Verizon Campus Tour

Music Festivals: All Things Go, Bonnaroo, Breakaway Festival, Broccoli City, Levitate Music and Arts, Life is Beautiful, Riot Fest, Rockville, Sunset Music Fest

Sports: Jacksonville Jaguars, Kentucky Derby, Orlando Magic, PGA Golf Championship, Richmond Flying Squirrels, St. Pete Grand Prix, Tampa Bay Buccaneers, Tampa Bay Lightning, Tampa Bay Rays, University of South Florida, Womens National Volleyball Championship

Technology: Amazon AWS, Google Cloud, Verizon Home Internet, Workday