

Christopher Eaton

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Website: JustEatonConsulting.com

Professional Experience

National Brand Ambassador Coordinator *Kokada Products, Remote*

October 2023 - Present

- Coordinate recruitment, training, and management of brand ambassadors across multiple regions 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.
- Conducted 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.

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

May 2023 - June 2024

- Directed a team of 10 sales representatives in the Southwest Florida region, consistently meeting and exceeding monthly sales targets by 15%.
- Conducted regular performance evaluations and provided coaching and training to team members to improve customer service satisfaction by 20%.
- Collaborated with the regional manager to develop and implement strategic initiatives that resulted in a 10% increase in market share.
- Managed scheduling, budgeting, and inventory control for the team, resulting in a cost savings of 10% within the first year.
- Fostered a positive and inclusive team culture through regular team-building activities and recognition programs, leading to a 25% decrease in employee turnover.

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

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

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

Sports: Tampa Bay Buccaneers, Tampa Bay Lightning, Tampa Bay Rays, Richmond Flying Squirrels, St. Pete Grand Prix, Kentucky Derby, PGA Golf Championship 2023, Orlando Magic, Jacksonville Jaguars, University of South Florida, Womens National Volleyball Championship 2023.

Concerts: Taylor Swift Eras Tour, Beyonce Renaissance Tour, Heros and Headliners Tampa, Welcome to Rockville Daytona 2024.

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

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

Mobile Tours: Redbull F1 East Coast Tour, Florida Pickleball League, Taylor Swift Eras Tour.