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FIELD MARKETING MANAGER | BRAND AMBASSADOR | SALES & MARKETING

Extroverted trendsetter with a proven track record of lucrative brand and proven business skills

Profile

Highly talented and well-organized brand ambassador with extensive cross-functional, time-intensive experience, and great interpersonal skills in all facets of brand management. Recognized as an innovative leader able to create attractive viral marketing activity, build breakthrough consumer rapport, identify, and implement new strategies and engage team, company, and venue goals in target markets.

Summary or Objective

A very hard worker and passionate leader towards building a community and a strong commitment to mental health in sports. My ability to connect with the youth and to push them to be great at what they're doing is my goal, and to achieve that, you need to be disciplined, focused, and have positive energy everyday when I come in to teach.

Professional Experience

Assistant Coach Interviewee | Pink Elite Basketball Team | Chicago, IL 2023 Interviewed for an opportunity to contribute as an Assistant Coach with the highly-regarded Pink Elite Basketball Team, an AAU program, demonstrating in-depth knowledge of youth basketball strategies and effective mentorship techniques. Successfully navigated the interview process to receive an offer for the position, showcasing strong potential as an Assistant Coach. Declined the position due to conflicting scheduling demands.

Founder & Mentor |Keep Pace | Beverly Hills, MI 2024 – Present

Founded and managed a personal non-profit initiative, **Keep Pace**, dedicated to basketball skill development and mentorship for young athletes. Successfully mentored a middle school student, providing targeted coaching that resulted in her achieving a spot on the 8th-grade basketball team. Demonstrated strong leadership, strategic planning, and instructional skills by translating high-level athletic knowledge into effective, actionable guidance for others.

Education: Greenville College | Greenville, IL

Scholarship Recipient, 2005 Major: Special Education Minor: Business

Awards, Achievements

**Most Improved, Defense Player of the year twice (MVP) Varsity Basketball three years
Athletic Career & Achievements | Groves High School Varsity Basketball | Beverly Hills, MI**

Core Competencies

- ***Competitive Market Research and Analysis***
- ***Ample Promotion and Marketing Campaigns***
- ***Cultured social media Knowledge and Penetration***
- ***Excellent Presentation and Negotiation Abilities***

An innovative leader capable of creating viral marketing activity, building breakthrough consumer rapport, and identifying and implementing new strategies.

Work Experience Additions (Seasonal 2024 & 2025)

The following two high-achievement roles have been added to showcase success in high-volume, competitive sales environments:

Assist Marketing - Manager Brand Manager (Seasonal Roadshow)

(Costco, Kalamazoo, MI - February 2025)

- ***Managed and executed a high-volume, four-day Costco Road Show demo for meat stick sales.***
- ***Led all on-site brand management, customer engagement, and sales operations during the event.***
- ***Exceeded sales goals, generating over \$9,000 in sales during the four-day demo period.***

Google - Smart Fitbit Kids Ace Watch Sales Representative (Seasonal)

(Kalamazoo, MI & Battle Creek Best Buy - November–December 2024)

- ***Drove sales of the new Smart Fitbit Watch Ace for kids during the peak holiday season.***
- ***Engaged with customers, provided hands-on product demonstrations, and effectively articulated product value and features.***
- ***Recognized as the top-performing sales representative on the East Coast out of 30 total representatives for exceeding sales targets consistently.***

University Illinois Covid Helper Champaign, IL September 2021-May 2022

- Processing and proper handling of infectious substances, including checking in samples and proper identification of samples
- Assisted maintaining stock of laboratory supplies
- Removal of laboratory waste and packaging for safe disposal
- Cleaned and disinfecting of laboratory spaces and equipment
- Unpacked laboratory supplies and removing supply boxes from laboratory

Salvation Army Seasonal Driver (Kettles) Champaign, IL Nov 2019-January-2020

- Plan, design and execute strategies to meet company targets and goals
 - Tracking both routes and security at the end of each shift
 - *Load vans with aprons, bells, and kettle's*
 - Responsible for reporting issues with vehicles promptly to the Supervisor.
 - Responsible for documentation of current mileage to facilitate proper maintenance of vehicles.

FLUSH Promotions (LLC) Chicago, IL Co- Founder August 2018-Present

- Maintain a high level of energy and excitement to every event to positively impact the consumer's experience.
 - Partner with Event Managers and District Managers to support and interpret sales activities (shows, events, campaigns, etc.)
 - Team up with management to select potential locations with high volume traffic meeting our demographic.

Mosaic (North America) Champaign, IL Walmart's Delivery/ Pick up Service Grocery November 2016-Present

- Set up table, tablecloth, banner and a few display items and breakdown of each event
- Engage with customers about the Delivery Service and Pick up Service Grocery
- Demo the website on an iPad and help to register them for a free account
- Pass out premiums and vouchers to customers and explain both services
- Keep in communication with on-site leads

Mosaic- Grand Opening Events Tampa, FL

Brand Ambassador

- Create “buzz” and gain attention by informing shoppers about our client's & sponsor's products • Partner with local vendors and public service officers to ensure event safety and features • Provide detailed feedback on shopper interactions and field complements and/or complaints • Plan, manage and execute set up and tear down of event equipment

Mosaic- Samsung Pay Tampa, FL

Brand Ambassador and Team Leader

- Generated excitement and talk by exhibiting passion and engaging the consumers of our client's products
- Offered and implemented product set ups and booths on-site for clients
- Worked as a Subject Matter Expert by Maintaining and exhibiting working knowledge of all products

Mosaic Sales Solutions Kalamazoo, MI

Sr. Sales Representative (Boost Mobile) • Currently in charge of all boosts mobile sales for two Walmart stores

- Plan, design and execute sales strategies to meet company targets and goals
- Educate and train new sales reps on products, services and sales tactics
- Review current representative sales results and identify and implement new techniques on the areas of improvement
- Create sales projections by compiling historical data
- Monitor and verify sales representative's sales reports
- Engage with customers to educate and provide them with top-notch customer service

Mosaic – Stella Artois Tour Tampa, FL

Tour Assistant

- Interacted and engaged with shoppers with a successful sale rate as well as promotional offerings • Answered any questions customers or coworkers may have had about the product

Mosaic- The Coke Tour Clearwater, FL Brand Ambassador

- Embodied the company identity in appearance, personality, values and ethics
- Involved guests by educating them about The Coca-Cola Company, its products, history, exhibits and galleries
- Provided guests the opportunities to participate in on-site activations and surveys.

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- Offered and implemented product set ups and booths on-site for clients
- Worked as a Subject Matter Expert by Maintaining and exhibiting working knowledge of all products • Engaged consumers, shared key messages, and informed consumers about our client's new product offerings

Amazon Flex Champaign, IL Independent Contractor Nov 2018- December-2018

- Delivering customers packages in timely manner

- Tracking both routes and security of packages through online phone application

A+ Plus Staffing Chicago, IL Sales Representative (I FLY Program) September 2018- Present

- Keep in communication with on-site leads
 - Maintain a positive attitude from moment you arrive until you are out
 - Be willing to help out anyway possible, even if it was not your original task
 - Go out of your way to greet and engage consumers

GMR Marketing Champaign, IL Comcast University Brand Ambassador 2019 Illinois State University University of IL Urbana-Champaign August 2018- August- 2018

- Promote our client and GMR Marketing in a professional and enthusiastic manner • Assist in set-up and tear-down of event, display marketing materials, and hand out promotional items. • Engage with students to educate them on offer & package details
- Provide demonstrations and share key messaging points about offers and promotions • Assist students in accessing technology services
- Promote awareness of the clients' products and services to students.
- Daily submission of hours worked

GMR Marketing Champaign, IL Fit Bit Sales Assisted December 2018- May 2019

- Drive sales of the Fitbit Charge 3 and Versa and increase brand awareness by educating consumers.
- Understand and articulate product details in an engaging, enthusiastic and persuasive manner with the ability to easily connect with consumers.
 - Demonstrate a passion for health and fitness to effectively generate interest in the Fitbit products and services.
 - Complete all required online training within established timelines set by Creative Channel Service.
 - Effectively complete online event recaps after each event as dictated by Creative Channel Services.

Advantage Solutions Portage, MI Sr. Alcohol Demo Marketing Representative Aug 2017-Oct 2017

- Plan, coordinate and execute in-store demos to engage potential and current customers • Inform and educate potential customers and returning customers on new products. • Create, design and implement demo equipment, layout and presentation.

- Train and provide assistance to junior marketing representatives joining the company • Team up with management to select potential locations with high volume traffic meeting our demographic.

Grillo's Pickles Greater Metro Detroit Senior Brand Ambassador & Demo Specialist Aug 2016 – Nov 2016

- Partnered with management to create and implement set of standards for brand ambassador position • Plan, coordinate, and execute in-store demos and engage customers
 - Conducted cold calls and sales with new stores to partner with Grillo's Pickles
 - Worked with management to identify areas of improvement in acquiring new customers

Florida Hospital & Vision Works Agency Tampa, FL Brand Ambassador June 11, 2016 • Created and processed leads through giveaways, conversation and raffle of signed Derek Brooks football

- Positively interacted with each guest outside and inside Amalie Arena
- Embodied brand values and lead team with most leads generated

Autism Speaks - 2016 Autism Speaks Walk - Tampa Bay Tampa, FL Team Captain May 8, 2016

- Recruited volunteers for walk and prepared and executed specific itinerary
 - Networked and reached out to personal and business contacts to raise money for event

Team Enterprises Tampa, FL Promotional Specialist April 2016 – Present

- Promote our clients' brands through field marketing programs and proven sales tactics • Partner with Event Managers and District Managers to support and interpret sales activities (shows, events, campaigns, etc.)
 - Maintain a high level of energy and excitement to every event to positively impact the consumers experience.

Fan Cap App & Vision Works Agency Tampa, FL

Brand Ambassador April 2016 – June 2016

- Educated attendants of Amalie Arena on the benefits of using the app as well as app functionality • Enhanced fan experience through interactions and utilization of the app
 - Surpassed and set records on previously obtained goal of "app usage" from previous historical data

LICKS Pill-Free Ambassador Tampa, FL Brand Ambassador Feb 2016 – May 2016

- Delivered sales results by educating and the benefits of converting to LICKS products • Built and maintained relationships with peers, line managers, LICKS sales team and store personnel • Leveraged superior listening skills and asked specific questions to identify the true desire of the customer
- Utilized interpersonal skills in actively approaching customers and consistent photo taking of LICKS customer interactions

Kalamazoo State Theatre Kalamazoo, MI Head Promoter June 2014 – Dec 2015

- Chaired successful marketing campaigns advertising to a wide range of consumer and market demographics
- Coordinated training and mentorship junior promoters while managing promotional street teams simultaneously to meet and exceed expected obligations
- Lead operations in promotions, event planning, venue operations, and social media management

WGW Promotions, LLC Kalamazoo, MI CEO May 2011 – 2017

- Generate revenue by scheduling professional entertainment and venue services (Musical Artists, Performers, Models, Merchandisers)
- Develop recruitment and hiring process of employees by adhering to company standard, policy, and ethics
- Provide thorough and hands on training for all new employees
- Execute leadership skills by preparing, delegating, and managing multiple street teams to meet requirements and exceed goals while building long lasting mutually beneficial partnerships