

ASHLEY KAY

EDUCATION:

University of California, Long Beach

Long Beach, CA

Bachelor of Arts- Illustration Emphasis in Biomedical Illustration

2008-2011

PROFESSIONAL EXPERIENCE:

Guylian Chocolates at Fancy Foods

Moscone Convention Center, San Francisco

Brand Ambassador

1/19-21/2014

- Crowd gathering for Guylian Chocolates
- Creating an indulgent environment by serving decadent pairings of chocolate and either Prosecco or Espresso
- Educating the customers on the key factors of the brand and their identity
- Creating lasting relationships with the Guylian staff and their clients

Art of Board Clothing at Agenda

Long Beach Convention Center

Clothing Model & Brand Ambassador

1/7-8/2014

- Represent Art of Board's 2014 clothing line launch by wearing their brand new girls board shorts around the center
- Handed out stickers and directing traffic to the booth while walking the floor
- Gathering crowd for contest giveaways by entering their business card
- Informing the Agenda attendees about the company and their sustainable products

Göt2b Beach Trippin' Mermaid

LA-OC-SD

Mermaid Character Brand Ambassador

8/22/2013 – 9/29/2013

- Be in character as the Göt2b mermaid each day of the weekend to create a whimsical feel for consumers
- Creating brand awareness among the brand's target market
- Educate consumer about key brand attributes
- Increase consumer trial by giving out full sized samples
- Create a positive association between the promotional experience and the brand with adults and kids
- Increase Social Media presence by trading product for "likes" or "follows" on social media platforms

Nintendo Brand Ambassador Team at Comic Con

San Diego Convention Center & Marriott

Costume Character Handler for Pikachu

7/17-21/2013

- Creating brand awareness through pictures and product information with characters
- Ensuring crowd control during character appearances
- Handing out promotional material for new games to children and adults
- Helping costume character in and out of full costume gear
- Creating and maintaining a set schedule for appearances for characters during the event

Newcastle Brand Ambassador Team

Orange County

Team Lead

7/13/2013 - present

- Creating brand awareness among the brand's target market
- Educate consumer about key brand attributes
- Increase consumer trial
- Create a positive association between the promotional experience and the brand
- Establish and enhance the relationship with the retailers, wholesalers, and bar/wait staff
- Increase Sales

- Twisted Tea Brand Ambassador Huntington Beach
7/12/2013
- Brand Ambassador**
- Creating a buzz for the brand's newest products
 - Capturing the attention of consumers in a small environment
 - Increase consumer trial
 - Handing out promotional coupons to drive an increase in sales
- Heineken Brand Ambassador Team All over Southern CA areas
3/28/2013 –present
- Brand Ambassador**
- Creating brand awareness among the brand's target market
 - Educate consumer about key brand attributes
 - Increase consumer trial
 - Create a positive association between the promotional experience and the brand
 - Establish and enhance the relationship with the retailers, wholesalers, and bar/wait staff
 - Increase Sales
- Kirin for Natural Products Convention Anaheim Convention Center, CA
1/8-11/2013
- Brand Ambassador**
- Creating a fun and lively atmosphere at the Kirin booth to attract potential clients and future customers
 - Educate convention guests on the food products, their health benefits, and ingredients
 - Put together product displays to create interest in the manufactured goods
- Maxell for CES Las Vegas Convention Center, NV
1/8-11/2013
- Brand Ambassador**
- Greeting clients and coordinating meeting rooms
 - Educating CES attendees on new and older products being sold
 - Organizing pamphlet display and packets
- Konami Montalban Nike Theater, CA
10/24/2012
- Promotional Soccer Tournament Referee**
- Help sign guests into the event
 - Promoting Pro Evolution Soccer video game
 - Overseeing video game tournament and handing out prizes
- Dr. Pepper & Snapple Group for NACS Las Vegas Convention Center, NV
10/8-10/2012
- Brand Ambassador for Sunny D**
- Help regional sales representative with informing NACS visitors about Sunny D product
 - Engage NACS attendees into a promotional football toss for a Dr. Pepper give away
- 944 Magazine South Coast Plaza, CA
Spring 2011
- Street Team Event Representative at Fendi Event**
- Interview guests about their newest fashion crazes from Fendi
 - Interview artists on their new works and upcoming events
- CDA (California Dental Convention) Anaheim Convention Center, CA
Winter 2011
- Promotional Ambassador**
- Inform CDA attendees about company product
 - Involve guests in email raffle for an iPad