

Samantha Van Dine

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BRAND EXPERIENCE

Self

I have managed various events to events to outside my local Chicago market interacting with an array of people. I have a Bachelors in film and acting, so those two things definitely round out my ability to positively engage consumers. I am simply a great person to have on the team, I am reliable and consistently mindful.

Consumer PRESENT - 2008

Product Specialist / Brand Representative

- Chevy Product Specialist / Chevy Ride & Drive SXSW - Next Marketing
- Scion Product Specialist - Epic
- Windows Phone 8 - Mosaic Marketing
- Sony / Various latest mobile and A/V equipment - Jack Morton WW
- Pepsi Next, Sierra Mist, Virgin Mobile & Snickers - Vivid Sports & Epic
- Recent major events include Autoshow, Hairshow, Lollapalooza..
- NRA Convention, Candy Show and Trade shows
- Feedback is always very positive when various brand clients go out of their way to share their positive experience with me

2010 - 2008

the Macallan Scotch Whiskey Events Manager

- Managed all on site executions and logistics
- Interacted with rather affluent consumers at private golf events, outings and clubs
- Proper feed back with daily reports
- Basic setup and break down, product supply, secure additional events

Ocean Spray Midwest Tour

- 3 month tour promoting the Ocean Spray Cran Energy launch
- Engage and interact with consumers, deliver key messaging and sample beverage products
- Very familiar with pre/post event setups

Additional Brand and Promotional Experience Product Demonstration

- Benjamin Moore Paints – paint & design knowledge rep
- Bona Floor Products – Various In-Store Demonstrations
- Fructus Garnier – Product counseling-
- Sears: Family Fun Team Leader – Engage with primarily children and family (weekly promotion)

Past Event highlights

5HR Energy, Sports Illustrated, Self Magazine Work Out In the Park, T-Mobile , Harlem Liquors, Venom Energy, Monster Energy, Dole Samplings, Maybelline, Yelp, Nascar, RSNA Convention, Scion, Toyota, Dove, Pantene, Nascar and many more...

2008 - 2006

Mindnite Sun and Cruise-Tanning Holland, Michigan

- Events Manager, coordinating a team of seven, build consumer and brand awareness,
- Demonstrate product and excite customers to product and ultimately fill surveys.
- Setup, break down, manage staff, manage premiums and supplies, storage, paperwork

College & Awards

2011

Columbia College Chicago

Bachelor of Arts / Film & Acting

- Received an Academic Achievement Award (2006)

Skills

Acting, Film Production, Cinematography, Production Design
70 wpm, Adobe Premiere, MS Word