

REBECCA SYLVAIN

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OBJECTIVE: to work at a professionally established company to utilize my experience in the business marketing field

PROFESSIONAL EXPERIENCE

Marketing Consultant Internship (Sol Caliber Marketing Group) *Mar 2013 –Aug 2014*

- Design approaches proven to create brand visibility & product differentiation through creative promotional planning
- Increase customer following and brand awareness utilizing Social Media & SEM
- Participated in product development, industry research & evaluation

Event Market Manager (Mass Effect Marketing) –HONDA CIVIC *Sept 2014 –Oct 2014*

- Conducting survey signups
- generating staff coordination to inform participants of the product
- other duties including event set up & tear down as well as inventory & roll call

Event Tour Manager (Ubi Soft Marketing) – PEPSI *Nov 2014 Dec 2014*

- Purchasing supplies for Pepsi tour promotion
- Performing tasks such as Inventory, setup & breakdown
- Training street team brand ambassadors
- Managing onsite promotions- prize wheel with prizes, & coupons

Event Market Manager (Dolby Digital Marketing) – XBOX 360 *Jan 6th 2015 Jan 19th 2015*

- Promotional marketing for game software World of Warcraft
- Assistant gaming specialist
- Other duties including event set up & tear down as well as inventory

Brand Ambassador (Eccentric Marketing) – NIKE *Feb 12th 2015 –Feb 16th 2015*

- Conducting survey & sweepstakes for prize giveaways
- recap created attention to attract traffic to booth
- Submitted daily event recap

Event Manager (Track Marketing) - CLIFF PROTEIN BARS *Mar 12th 2015 –Mar 13th 2015*

- Key liaison for communicating wellness information as well as social engagement
- Distributing samples
- conducting demonstrations

Host (XLC LLC Marketing) – MUSIC FEST *May 2nd 2015 –May 11th 2015*

- Greeting guests and assisting with crowd control for concert promotion
- coordinating venue details & organizing budget

Local Market Manager (Fusion Event Staffing) – DELTA AIRLINES May 15th 2015

- assisting in annual Delta block party for Delta airline employees
- Coordinating team brand ambassadors to execute directions for location of block party

Sales Rep (Talent Pool) - STRAIGHT TALK Jun 9th 2015 –Jun 21st 2015

- Setup & teardown
- Provided coupons & informational brochures to persuade customers to purchase product
- Submitted detailed reports & analysis on event execution

Event Manager (GTE Agency) – AMC NETWORK/HUMANS Jun 25th 2015 –Jun 28th 2015

- engaging with travelers & encouraging airport guests
- Providing daily recaps & event photos for event activation
- Responsibility for small team – ensuring footprint area was up to program expectations

Event Tour Manager (Eccentric Marketing) – Vegan Proteins Jul 15th 2015 –Aug 6th 2015

- performing research to select appropriate venue for events & identifying target audience
- collaborating with project team to implement all activities for events within required timeframe & budgets & perform research on all event location.
- Maintaining & managing registration booths for all events & identifying all volunteers for various functions.
- preparing & distributing all event maps & coordinate with vendors to prepare contracts to legal procedures & administering all activities.
- Maintaining communication with executive assistant to ensure successful promotions

Test Driver/Registration Lead (Malot Casting) -Mercedes Benz Aug 21st -Aug 22nd 2015

- Gather data on vehicle performance, such as braking action, stability, & maneuverability
- Recording information such as miles traveled & gas, oil or water consumed.
- Instructing passengers on vehicle operations

Event Manager (Soal Crowd Events) - New Balance Footwear Sept 21st - Sept 26th 2015

- Assuring that the team members have the necessary education and training to effectively participate on the team
- Ensure deliverables are prepared to satisfy the project requirements, cost and schedule
- Initiate sub-groups or sub-teams as appropriate to resolve issues and perform tasks in parallel
- Create an environment oriented to trust, open communication, creative thinking, and cohesive team effort
- Provide status reporting of team activities against the program plan or schedule

Event Manager (Eccentric Marketing) - Mac Cosmetics Sept 28th - Oct 11th 2015

- Providing guidance to the team based on management direction
- Coordinating meetings with the product committee, project manager and functional management to discuss project impediments, needed resources or issues/delays in completing the task
- Keeping the project manager and product committee informed of task accomplishment issues and status

Brand Ambassador (Budge Marketing) - Keystone Light Oct 23rd - Nov 30th 2015
(ongoing promotion)

- Distributing samples & passing out premiums
- Conducting surveys
- Providing knowledge to consumers as well as giving information on drink

Event Registration Lead (Simon Marketing) - Ethika Dec 2nd - Dec 24th 2015

- pulling clientele to booth for demonstration
- assisting with the registration for attendees
- conducting inventory along with breakdown & set-up

Team Lead (Track Marketing) - Ciroc Jan 7th - Jan 16th 2016

- informing consumers of product & taste
- distributing samples while passing out gift cards
- providing daily recap & written feedback from consumers

Brand Ambassador (Nitro) - Kelloggs Feb 5th - Feb 12th 2016

- distributing out samples, as well as coupons
- conducting surveys on cereal brands

VOLUNTEER WORK

Assisting in organization for job fair at Emory University
YMCA mentor for youth leadership group

CERTIFICATIONS

CPR/AED certification, also certified in first aid

REFERENCES

Available upon request