

Amanda Placek

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Professional Summary

Professional promotional model/brand ambassador for the past 7 years, very professional, on time, and motivated to succeed. A strong believer in creating a professional, yet fun atmosphere within businesses and especially at promotional events. Knowledgeable marketing professional with seven years in developing, implementing, and managing public relations strategies and activities. Superb communication skills with talent in developing innovative public relations and marketing strategies. Motivated and detail-oriented marketing professional who is flexible, versatile, and proficient at maintaining a sense of humor under pressure. Branding and social media expert. Increased consumer awareness and achieved sales targets. Attended trade shows each year to preserve company relations with distributors, customers, and media personnel. Consulted with advertising agencies to arrange promotional campaigns in all types of media. Collaborated with production team to coordinate advertisements and promotions. Represented the organization to customers, the public, and other external sources. Collaborated with external PR firms, as well as internal sales and marketing managers, to determine branding, product positioning, and media messages. Supplied marketing expertise to all company departments.

Automotive Experience

Ram Trucks (Crowd Gatherer)

- Assist patrons with registration at festivals and auto shows
- Provide assistance and ensure safety on an off road test track
- Data capture, motivate and encourage attendees to participate in event activities

Ford (Brand Ambassador)

- Lead generator for Ford sweepstakes
- Distributed premiums for participants at the spin wheel
- Setup and breakdown of event footprint

Buick (Brand Ambassador)

- Lead generation and exceeding daily goals of consumer sign ups at The College World Series
- Directing traffic flow within the footprint

- Consumer leader, board controller

Chevrolet (Brand Ambassador)

- Encourage consumers to enter sweepstakes and receive a premium
- Promote and raise brand awareness
- Setup and teardown

Lengthy Tours

- Hot Rod Power Tour (2015)
- College World Series (2014, 2015)
- Costco Roadshows (2010-2015)
- Farm Tech Days (2015)
- Farm Progress Show (2014, 2015)
- Husker Harvest Days (2014, 2015)
- Cheyenne Frontier Days (2015)

Previous Clients

- Xyience Energy Drink
- Jeep
- Commercial Ram
- US Cellular
- Case Tractors
- Rebel Yell Whiskey
- Summit Racing
- Ford
- Stetson
- Bai Antioxidant Beverage
- Liquid Wrench
- Nathan's Hotdogs
- Cox
- Jim Beam
- AXE Bodywash
- Chevrolet
- Jagermeister
- Ram Trucks

- Nebraska Knockouts
- David's Bridal
- Disorderly Conduct
- Nutriscience Energy Bar
- Submission Alley
- Buick
- V100 Topeka's Rock Leader
- Playboy Golf

Thank you for your time and consideration, I hope to be able to speak with you soon.

Amanda Ann Placek