

Cristina "Lita" Rouse

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WORK EXPERIENCE

GMR Marketing
ANJ Healthcare

Brand Ambassador
Marketing Assistant

Feb 2013 - present
April 2004—Aug 2006

PRINT WORK

Eye Clinic
Diabetes Clinic
Johnny Andrean Salon

Brochure
Brochure
Magazine

Leo Burnett Kreasindo
McCann Erickson
Tobing Inc.

RUNWAY

Milwaukee Odyssey
Me in Focus Magazine
FHI Heat Hair Show

Model
Model
Model

Project M Botique, Milwaukee
B. Lee, Chicago
MTM, Milwaukee

PROMOTIONS

Jack Daniels Fire
Patrick Cudahy
Combos
Samsung Galaxy Studio
US Cellular
Eat Street
Nintendo
RAM

Sampling Model
Manager
Lead
Brand Ambassador
Brand Ambassador
Manager
Brand Ambassador
Lead

Chicago O'Hare Int'l Airport
Milwaukee
Milwaukee
Northbrook Court, IL
Milwaukee Summerfest
UW-M
Mall Holiday & Summer Tour Program
Milwaukee Program

TRADE SHOWS

Milwaukee Auto Show 2016
Sales Force 2015
Housewares Show 2015
Chicago Auto Show 2015
PACK EXPO 2014
IMTS 2014, 2012, 2010
NRA 2014
Chicago Boat Show 2014
American Diabetes Assc. 2013
Milwaukee Auto Show 2014
Sweets & Snack Expo 2013
NRA 2013
Chicago Auto Show 2013

Manager
Registration
Booth Hostess
Registration
Booth Hostess
Crowd Gatherer
Beverage Sampling
Booth Hostess
Booth Hostess
Survey / Data Collection
Booth Hostess
Beverage Sampling
Survey

Client: BUICK (sweepstakes)
Client: Sales Force
Client: KitchenAid
Client: Jeep
Client: Coesia
Client: Siemens
Client: Coca Cola
Client: Progressive Insurance
Client: Merck
Client: Jeep
Client: Hershey's
Client: Coca Cola
Client: Jeep

Skills

Fluent in Indonesian, Dutch, working knowledge of French and Japanese. Computer literate (Mac and PC). Home cook.

EDUCATION

Formal:

1996 - 1999
St. Theresa High majoring in Tourism
1999 - 2003
The London School of Public Relations GPA 3.79

Informal:

2010
John Casablancas Modeling majoring in TV/Print

