



Annie MARTINEZ

MODEL/ BRAND AMABASSADOR

Bright and personable brand ambassador with 5+ years of extensive client satisfaction. Notable effectiveness working as a team lead for successful promotion execution for various events such as conferences, samplings and tradeshows. Adaptability working multiple roles to support campaign success.

EDUCATION

2010 – 2014

Dipolma, General Education
Oviedo High School

SOCIAL MEDIA

oo7_annie

@ AnnieMartinez95/

SKILLS & CERTIFCATIONS

- Food Handler Certification
- TIPS Certified

Team Oriented
 Time management
 Working Independently
 Conflict Resolution
 Leadership
 Adaptability
 Data Capture
 Expense tracking and Reports
 POS

WORK EXPERIENCE

Clearly Promotions (2021 – Current)

Brand Ambassador

Provided event support during large scale auctions, fundraisers and Nascar Races.
 Registered Attendees for giveaways and premiums.
 Maintained record of demographic data for consumer reports.
 Generated leads through scanning entry badges.

CMT Agency (2021 - Current)

Tradeshow Model

Served as host to assist business conferences and in-store activations.
 Built rapport with consumers during community events.
 Collected consumer data for surveys and giveaways.
 Set up, distribution and break down of marketing materials.

Assist Marketing (2021- Current)

Brand Ambassador

Educated potential consumers through on and off premise product sampling.
 Set up/ Break down of Activation site.
 Engaged guests through distribution of marketing material.

MKTG (2021 - Current)

Brand Educator

Executed Alcoholic on & off premise events for Diageo Brands .
 Increased product sales 20% through educating potential consumers on products.
 Maintained a record of sales and demographic data to strategize best marketing practices.

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MODEL/BRAND EDUCATOR

EXPERTISE

Alcohol- On & Off Premise
Product Specialist
Guerrilla Marketing
Tradeshows
Event site Set-up/breakdown
Print Model
In store Demonstrator
Auto Show Experience
Mascot

INTERESTS

Travel
Music
Fitness
Yoga

REFERENCE

Monique Webb
Mash Live
Staff Recruiter
T: +312-622-3327
E: Moniqueborders@hotmail.com

WORK EXPERIENCE

Facetime Promotions (2021- Current)

Team Lead

Conducted liquor sampling Events in Central Florida Market
Managed a small group of 2-3 brand ambassadors during execution of on-premise events.
Documented expenses and submitted a full debriefing for each event executed.
Pre-event confirmation and reconnaissance.
Crafted cocktails as a bartender for medium sized private activations.

Aspire (June 2021 - October 2021)

Brand Liason

Visited local Sam's Clubs to promote and increase health brand awareness.
Educated consumers on healthy lifestyle choices.
Increased product sales 30% in target market areas.
In-store demonstration and merchandising.

LARGE SCALE EVENTS

Spring 2022/ Daytona International Speedway

NASCAR Toyota 500 Cup Series 2022

Spring 2022/ Orange County Convention Center

Collectacon 2022

Spring 2022/ Orange County Convention Center

International Builder Show 2022

Spring 2022/ Tinker Field

Vrbo NCAA 2022 Citrus Bowl

Winter 2021 / Orange County Convention Center

Orlando International Auto Show 2021

Fall 2021 / Orange County Convention Center

GBTA United Airline for Business 2021

Fall 2021 / JW Grand Marriott

HSM Host Golf Foundation Golf Classic 2021

Fall 2021 / Reunion Resort

Panasonic NTM 2021

Winter 2021 / Orange County Convention Center

Orlando International Auto Show 2021

Summer 2021 / Daytona International Speedway

NASCAR Coke Zero 400 2021



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TO

HR Manager

May 2022

TO WHOM IT MAY CONCERN

Having recently learned about your company, I was eager to contact you right away with my interest. In hopes of being considered, I've included a brief outline of my background and qualifications for your review. I believe that I could make a strong addition to your team and offer the following career highlights to support my candidacy.

In depth experience utilizing my interpersonal skills, which are geared towards a customer service philosophy of client satisfaction and retention.

Proven strategy in successful event networking.

Hands-on experience leading 3-5 BA's with a successful event execution and lead generation.

Adaptability and Flexibility with any task.

Experience with event execution, set up & break down, and modeling at large scale Trade Shows.

Moreover, I possess excellent versatility, communication and passion for connecting with clients and consumers. For a greater presentation of career contributions and achievements, please see my enclosed resume. I look forward to the opportunity to speak with you at your earliest convenience and thank you for your time and consideration.

Sincerely,

Annie Martinez