

LEAH PEMBERTON
TOUR MANAGER/BA LEAD/BA

Phone: 240-997-6249
Email: lpembrtn@gmail.com
Located: GREATER DMV AREA

OBJECTIVE:

An energetic, friendly, and approachable individual with the ability to prioritize and manage time effectively, while also, capable of managing and assisting in content creation to promote brand awareness. Represented brands in various industries including Gaming, Adult Beverage, Automotive, Virtual Reality (Tech), Health and Fitness, and more. Utilize years of promotional marketing experience to carry out consumer engagements that help both loyal and prospective customers connect with brands, bringing unique interactive experiences vital to the customer journey. Willing to travel to multiple cities for events, in order to contribute towards brand outreach goals and further excel in the promotional marketing industry.

EDUCATION AND CERTIFICATIONS:

SERVSAFE FOOD HANDLER LICENSE—STATE OF MARYLAND—2022-2025

CLEVELAND INSTITUTE OF ART, Cleveland, OH— **BACHELORS OF FINE ARTS: INDUSTRIAL DESIGN**

SKILLS:

Highly organized, Adaptability, Professionalism, Problem Solver, Technology savvy, Work well in a team environment, Ability to prioritize and meet deadlines, Creativity skills and problem-solving aptitude, Excellent organizational skills and attention to detail, Ability to adapt, Communicate and manage in a fast-paced environment, Exceptional written and verbal communication skills to professionally present marketing concepts and strategies to artist management.

PROFESSIONAL EXPERIENCE:

ZEN WATER: PRODUCT SPECIALIST

June 2022-Current, Washington DC

-Travels throughout the Maryland, DC, Virginia, and Delaware area promoting Zen Water in various public locations (beaches, parks, universities, festivals, parades, etc.) by distributing full size products to target demographic/potential customers.

-Assists in the event planning and logistics, researching various events that will be beneficial in driving brand awareness, and maintaining product inventory at the beginning and end of each event.

NESPRESSO: Product Specialist

March 30th 2022-Current, Washington DC

-Represents Nespresso at various store locations to promote different Nespresso products and contributes towards quarterly sales goals.

T-MOBILE & FC BAYERN: BRAND AMBASSADOR

July 20th-21st 2022, Washington DC

-Promoted the FC Bayern soccer team in collaboration with T-Mobile and informed fans at Audi Field about the upcoming meet & greet at a nearby T-Mobile location.

-Maintained line management during the meet & greet, promoted the T-Mobile sweepstakes to attendees, and distributed event swag/branded merchandise.

GOLDMAN SACHS, SMALL BUSINESS SUMMIT 2022: BRAND AMBASSADOR

July 18th-20th, Washington DC

-Brand Ambassador for Goldman Sachs during their "Small Business Summit 2022" and assisted in the registration/check in process, led games/activities for guests, and responded to any questions/concerns.

CITI BANK: BRAND AMBASSADOR

July 17th 2022, Washington DC

-Represented Citi Bank during their branch grand opening by informing potential customers about current offers via guerilla marketing, distributed branded merchandise, and took photos of attendees in the photo op.

DEVEX 2022: BRAND AMBASSADOR

July 12th 2022-Current, Washington DC

-Responsible for maintaining the registration process by checking in registered guests, verifying vaccination status, distributing event badges, and scanning badges of all attendees.

SIRIUS XM: BRAND AMBASSADOR, EVENT REGISTRATION/CHECK IN

June 30th 2022, Washington DC.

-Responsible for maintaining the registration process by checking in registered guests, verifying vaccination status, distributing event badges, and scanning badges of all attendees.

DC BBQ FESTIVAL: DAVE'S KILLER BREAD BRAND AMBASSADOR

June 25th-26th 2022, Washington DC.

-Collaborated with Dave's Killer Bread, represented the client in a professional manner, maintained high energy during activation and created an enjoyable experience for all event guests.

CLARK CONSTRUCTION: BRAND AMBASSADOR, EVENT REGISTRATION/CHECK IN

June 16th 2022, Washington DC.

-Assisted in the registration process of the Clark Construction conference by verifying vaccination status, distributing event badges to registered guests, and scanning badges of all attendees.

DC PRIDE FESTIVAL YAHOO: Brand Ambassador

June 12th 2022, Washington DC.

-Collaborated with YAHOO! For the DC Pride festival and invited attendees into the Yahoo footprint to experience our fun activation and take photos.

DC PRIDE PARADE MARRIOTT HOTELS: Team Lead

June 8th- June 11th 2022, Washington DC.

-Managed and trained a team of 25 Brand Ambassadors and ensured all BA's represented Marriott in a professional manner (educated on event talking points, uniform, client expectations, etc.) while having fun during DC Pride.

NFL FIELD DAY: Brand Ambassador

May 28th 2022, Washington DC.

-Represented the Smithsonian Museum/NFL Field Day collaboration event to promote the new exhibit at the Smithsonian Museum and created an enjoyable learning experience for kids/families.

NATIONAL RETIREMENT CONFERENCE DC: TEAM LEAD

May 22nd-May 25th 2022, Washington DC.

-Managed a team of 6 Brand Ambassadors and served as the primary point of contact between client and BA's in execution of a successful event.

-CYCLE FOR SURVIVAL: Brand Ambassador/Production Assistant

May 21st 2022, Washington DC.

-Brand ambassador for the cancer fundraising event, cycle for survival, and maintained high energy during activation to ensure an enjoyable experience for all event guests.

MS WALK DC: Brand Ambassador

April 30th-May 1st 2022, Washington DC.

-Represented The National Multiple Sclerosis Society at the annual MS Walk DC by providing an enjoyable experience and bringing high energy to get attendees excited for the MS Walk.

MLB OPENING DAY TOUR: Brand Ambassador (Street Team)

April 6th 2022, Washington DC.

-Brand Ambassador for the Washington Nationals to promote the MLB Opening Day event by distributing branded merchandise and spreading awareness of The Nationals Team opening game day.

ACC 2022 (AMERICAN COLLEGE OF CARDIOLOGY) CONFERENCE: XARELTO Brand Ambassador

April 1st 2022-April 4th, 2022, Washington DC

-Represented Xarelto at the ACC 2022 Conference by providing a white glove experience for event attendees and inviting them into the Xarelto booth, to meet with a product specialist.

WASHINGTON DC AUTO SHOW: TOYOTA Brand Ambassador

January 21st 2022-January 30th, 2022, Washington DC

-Represented Toyota at the DC Auto Show by performing a high-quality, professional, and knowledgeable presentation and demonstration of new vehicles and creating an enjoyable experience for event attendees.

WASHINGTON DC NATIONALS: Brand Ambassador

December 26th 2021-December 30th, 2021, Washington DC.

-Brand Ambassador for the Washington Nationals team at the Enchant Winter Festival by distributing brand merchandise and creating a fun experience for attendees.

***SMART SWEETS/IN-Store Product Demo Specialist
December 10th 2021-January 20,2021, Washington DC.***

-Traveled throughout Maryland and Virginia, promoting Smart Sweets Candy in various cities.

***BOSTON BEER COMPANY: BEVY LONG DRINK/Tour Manager
December 4th 2021-January 10,2021, Washington DC.***

-Traveled throughout the DMV area (Washington DC, Maryland, and Virginia), promoting Boston Beer Company's new product the Bevy Long Drink in various cities.

***SAMSUNG-PAX EAST BOSTON/ Brand Ambassador
February 27th-March 1st, 2020, BOSTON, MA***

-Represented Samsung at PAX EAST 2020 at the Samsung Gaming Lounge to promote the new Galaxy S20.

***PEET'S COFFEE/ Team Lead
October 19th-20th, 2019, BOSTON, MA***

-Lead the planning and logistics process for each event, working with local clients, internal teams, BA's, and to ensure the successful delivery and execution of the program.

***BOSTON CALLING MUSIC FESTIVAL/ Brand Ambassador
MAY 24-26, 2019, BOSTON, MA***

-Worked with Chase during Boston Calling to give Chase Sapphire customers a premium experience to further enjoy the festival.

***SAM ADAMS BREWERY/ Brand Ambassador
April 15, 2019, BOSTON, MA***

-Represented Sam Adams at the Boston Marathon and conducted beer tastings to event attendees.