



Mr. Wayne L. Pearson

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Career Summarized

I support Marketing Executives in their efforts of increasing brand value by promoting the brand to target audiences at various venues and events on a national level.

Marketing Specific Trainings/Certifications

- *American Association of Event Professionals - April 2021*
- *ServSafe Food Handlers Certification - (Cert#4364787) - April 2023*
- *eTips Off Premise 3.0 (Cert#4686031)*
- *eTips On Premise 3.0 (Cert#4893607)*
- *Wine101 - December 2023*

Computer/Software Knowledge

Google, Google Analytics, Virtual Meetings, Virtual Reality, Social Networking, Trends, Wix, Adobe Photoshop, Photography, Cvent

Professional Experience

Brand Specialist

Staffed Inc., Washington DC - January 2019 - Present

**Partnered with Marketing, Public Affairs and Regional teams to host, produce, and execute events that effectively drive awareness and leads for WeWork community and locations (including launch events, conference presence/sponsorship's, pop-ups, field activations's, etc.)*

**Managed webinars on the virtual platform, guest coordination, meeting moderating and ensuring basic sound and visual aspects of the meeting are functioning.*

Brand Ambassador/Production Assistant/Virtual Ambassador/Team Lead/Mascot/Actor
Various Agencies Nationwide Washington DC - January 2016 - Present

**Collaborate with customer service team members to give exceptional service throughout the entire shopping and purchasing experience.*

**Greet, direct and assist attendees with registration.*

**Communicate information to customers about product quality, value and style.*

- *Interview individuals through consumer engagement to collect and record product preferences and feedback using hand-held data capture devices.
- *Load-in/Load-out. Court build, signage set-up and general production tasks.
- *Demonstrates enthusiasm while working at a different venue and different team members at every event.
- *Motivate and inspire team members.

Activations

Jeep Cherokee – Automotive Specialist
 Vitamin Water – Team Lead
 Microsoft – Brand Ambassador/VIP Host
 Samsung S10 Tour – Product Specialist
 Remy Alcohol – Product Specialist
 Gatorade/NBA – Production Assistant
 Gatorade/College Tour – Media Assistant
 The Atlantic Convention – Game Master/Host
 Samsung Studio – Brand Ambassador
 JW Marriott Hotels – Team Lead
 Kellogg's Tiger – Mascot
 Tobias (Arrested Development) – Actor
 Nissan Motors – Product Specialist

Live Kombucha – Brand Ambassador
 Yondr – Brand Ambassador
 Dave Chapelle – Brand Ambassador
 Uber Jump – Team Lead
 MaCallan Alcohol – Product Specialist
 Splunk Convention – Team Lead
 7-11 - Barista
 Comcast Xfinity – Team Lead
 Chris Rock – Brand Ambassador
 YouTube Summit – Brand Ambassador
 Blackboard Boogie Board – Team Lead
 Pawject Runway – Brand Ambassador
 Chance for Life – Auctioneer Specialist

