

ISMARY CASTREJÓN

SUMMARY

Bilingual model specialized in brand representation, customer engagement and event marketing. Strengths include strong public speaking skills, great communication, teamwork, ability to connect with diverse audiences, as well as adaptability in fast-paced environments. Notable impact made through increased brand awareness and improved customer engagement during previous projects.

EXPERIENCE

Promotional Model, 01/2025 - Current

Michele & Group - La Quinta, CA

- Educated consumers about new products offered by the brand at the annual AMEX Golf Tournament.
- Wear the uniform given by the brand appropriately.
- Collaborated with other Promotional Models to ensure successful execution of promotions.
- Increased social media presence to promote specific brands and products.

Event Host, 10/2024 - Current

The Ppl Events - Palm Springs, CA

- Hosted large groups by engaging with attendees during the annual Inc. 5000 event.
- Managed registration process for attendees and guests.
- Handled customer inquiries and complaints in a professional manner.
- Worked successfully with a diverse group of coworkers to accomplish goals.

Brand Ambassador, 11/2024 - Current

Ayatana XP - Indian Wells, CA

- I represented different brands for William Grant & Sons at the National Company Meeting.
- Gave out product samples, coupons, and pamphlets to encourage sales.
- Maintained a professional appearance and demeanor that reflects the brand's image.

Music Video Model, 01/2025 - Current

Street Mob Records Label - Los Angeles, CA

- I participated in a private event for a new YouTube chapter of the famous Mexican music group called Fuerza Regida and the record label



CONTACT

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SKILLS

- Sales and Marketing
- Product awareness
- Social media presence
- Creative direction
- Multitasking proficiency
- Staff coordination
- Software Manager: Word, Excel, PowerPoint
- Team Collaboration

StreetMob.

- Assisted with makeup, hair styling, and wardrobe selection to ensure the desired look was achieved.
- Maintained a positive attitude while working long hours under challenging conditions at times.

Golf Tournament Ambassador, 10/2024 - Current

The Owls Brew - La Quinta, CA

- Represented the Ambassador in a professional manner at all times.
- Conversed with customers to share information about products and services.
- Impacted sales results by developing, supporting and executing direct marketing strategies.

Commercial Model, 08/2022 - Current

Noelle Talent Group - Los Angeles, CA

- Arrived early for shoots to give extra time for hair, makeup, and styling.
- I attended commercial photo shoots and provided poses according to the client's instructions for the DemandVape brand.
- Met with designers, makeup artists, and directors to define guidelines for runway shows and presentations.
- Promoted products and services in television commercials, on film or in videos.
- Created portfolio images to showcase modeling skills for potential employers.

Sales Brand Ambassador, 10/2024 - Current

Local Demos Service - Palm Springs, CA

- Organized events such as tastings or demonstrations at retail locations.
- Participated in team meetings and brainstorming sessions to develop ideas for increasing brand awareness.
- Collaborated with other departments such as marketing and advertising teams to create effective campaigns.

Brand Ambassador, 01/2023 - Current

Hype! - Tampa, FL

- Organized spaces to maintain neatness during the annual Gasparilla Festival.
- Managed multiple tasks in team while adhering to tight deadlines.
- Welcomed, greeted and interacted with members and guests and verified proper equipment operation.
- Made friendly conversation with customers to provide enjoyable bar experience.

Promotional Brand Ambassador, 01/2022 - Current

FaceTime Promos - Miami, FL

- Bartending for special events, such as golf and tennis tournaments, festivals, and more.

- Promote several liquor brands for different companies to drive product marketing and sales.
- Maintained consistent visual merchandising standards to highlight product features, attract customers, and boost sales.

TV Host, 01/2019 - 03/2021

Julio Palacios Informa News - Ciudad De Mexico, Mexico

- Analyzed and interpreted news and information received from various sources to broadcast information.
 - Greeted guests in the studio, provided them with information about the show, and made sure they were comfortable before going on air.
 - Engaged viewers through social media platforms while hosting shows or events.
 - Adapted quickly to changes in production requirements or schedules.
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EDUCATION AND TRAINING

Bachelor of Science, Nutrition Sciences, 05/2015

Universidad De Las Americas Puebla - Puebla, Mexico

Certificate, Bartender, 10/2022

Florida Bartending School Pinellas - Pinellas Park, FL

Diploma, Social Media Management And Content Creator, 12/2021

Paloma Hernandez School - Madrid, Spain

Diploma, Tv Host, 09/2021

Pop Vision TV - Miami, FL

Diploma, Ecommerce, 11/2023

SmartBeemo - Colombia