

# Kelly Mason

## Brand Ambassador



|             |  |                 |                |
|-------------|--|-----------------|----------------|
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| EMAIL       | email@email.com  | PLACE OF BIRTH  | San Antonio    |
| NATIONALITY | American   | DRIVING LICENSE | Full           |
| LINKS       | <a href="#">Twitter</a> , <a href="#">YouTube</a> , <a href="#">Instagram</a> , <a href="#">Facebook</a> , <a href="#">Whatsapp</a> , <a href="#">Snapchat</a> |                 |                |

## Profile

*Spunky College Brand Ambassador with 3+ years' experience on the university campus, creating awareness and promoting an energy drink range in fraternity houses, dorm rooms, and the university canteen. Conduct brand building exercises during weekends in clubs and pubs around the campus grounds. Also responsible for direct promotions at major university sports events. Well versed in the competition's product features to give a comparative analysis between a competitor product and the representative brand.*

## Employment History

Jan 2018 – Nov 2019

ORANGE COUNTY

### Brand Ambassador (Sampler)

#### Matrix Energy Beverages

*Experimented with innovative awareness and engagement techniques (online and offline) that increased sales of the flagship energy drink and limited edition products by 76% in 18 months.*

- Represent the "face" of the beverage brand
- Seek out information on the pricing models of competitors and corresponding marketing strategies
- Establish and maintain business relationships with vendors, suppliers, local trade communities, and distributors
- Sampling product demos in high foot traffic areas within stores
- Distribute marketing materials such as posters, banners flyers, and pop up signage to various outlets stocking the brand
- Conduct direct marketing activities such as sticker bombing and direct sampling at clubs and sports events
- Participate in event marketing where the brand is the main sponsor

Jan 2016 – Sep 2017

LOUISVILLE

### Retail Brand Ambassador

#### LMA Retail Electronics

*Reduced customer complaints by 20% in the first 12 months with an automated response function on social media platforms.*

- Analyze business needs and compare with potential customer pools
- Collaborate with sales manager on account activations and trial subscriptions
- Communicate new developments with cross-functional teams
- Conduct staff training to ensure proper brand representation
- Create marketing plans based on regional business needs

- Drive sales with trade-focused educational programs related to brand and product category
- Engage store personnel and conduct product training (features and benefits) to boost brand awareness
- Identify and secure venues for product displays (trade shows, markets, festivals, special events)
- Interact with new clients to promote brand
- Perform competitor research to supplement business planning
- Promote market growth and profitability with innovative awareness campaigns
- Negotiate shelf-spaces, instore competitions, promotions, and product line visibility

Jan 2016 – Dec 2016

ONLINE

## Online Influencer

### Wellness & Beauty LLC

*Built-up a digital call list with more than 750 influential skin care and wellness industry contacts and associates.*

- Initiate online word-of-mouth marketing with various competitions and lucky draws
- Coordinate Snapchat takeovers and posts on message boards, forums and online community groups like Reddit and Google+
- Invite friends, connections and associates from Instagram, Facebook and Pinterest to like the brand's page and give reviews
- Sharing content and links regarding new products, brand's social responsibility events and upcoming specials on social media
- Coordinate reviews generation on Yelp and Trip Advisor

## Education

Nov 2019 – Present

CAMBRIDGE

### Harvard University

#### Strategic Marketing Management

Jan 2014 – Nov 2016

SPRINGFIELD

### University of Illinois

#### Bachelors Degree in Marketing Management

Coursework: Marketing Strategies, Marketing Planning, Research Methodologies, Buyer Behavior Fundamentals, Strategic Brand Marketing

Accolades:

- Achieved Summa Cum Laude
- First Class Honours Society
- Academic Excellence Award for 2014
- Activities: Drama Club, Writers Club, Golf Club, Riding Club
- Editor of Campus Newspaper

## Skills

Zuberance



TINT



BrandBassador



Executive Customer Interaction



Trade Show Presentation



|                       |           |                                    |           |
|-----------------------|-----------|------------------------------------|-----------|
| Influitive's Advocate | ● ● ● ● ● | International Brand Representation | ● ● ● ● ● |
| Hootsuite Amplify     | ● ● ● ● ● | Product Sales                      | ● ● ● ● ● |
| Mobilize              | ● ● ● ● ● | Customer Insights                  | ● ● ● ● ● |
| Tap Influencer        | ● ● ● ● ● | Brand Awareness Campaigns          | ● ● ● ● ● |
| Fivestars             | ● ● ● ● ● | Product Demonstrations             | ● ● ● ● ● |
| Dynamic Signal        | ● ● ● ● ● | Sales & Expense Reporting          | ● ● ● ● ● |
| Public Speaking       | ● ● ● ● ● | Marketing Intelligence             | ● ● ● ● ● |
| Product Marketing     | ● ● ● ● ● | Web Traffic Generation             | ● ● ● ● ● |
| Brand Development     | ● ● ● ● ● | Below the line marketing           | ● ● ● ● ● |
|                       |           | Above the line marketing           | ● ● ● ● ● |

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## Courses

May 2019 – Nov 2019

**The Brand Ambassador Blueprint Programme,**  
Brand Ambassador World, Online

Jun 2018 – Nov 2018

**Brand Ambassador Certification**  
Brand Ambassador Institute, Online