Sarah Mackey 555 Silverado Ranch Blvd, #1102, Las Vegas, NV 89183

Swhitman72@hotmail.com 734.552.3996

Brand Ambassador

*Customer-focused professional with more than 7 years’ experience developing and converting client relationships into interest and sales. Strong communicator with demonstrated success engaging people, answering questions, crowd gathering, managing conflict-resolution and lead generation. Personable, responsible and well-spoken.*

Core Competencies

Outgoing & Energetic

Brand Building

Relationship Management

Product Promotion

Excellent Communication

Problem Solver

Confident

Public Speaking

Professional Appearance

Professional Experience

**Brand Ambassador** 2019-Present

Support companies in their efforts to increase brand value by promoting products and company name. Engage with general public while assisting in completion of surveys, giveaways and activations. Perform demonstrations and interact with event attendees while answering questions and guiding them through event.

* 6 Hours of the Glen at Watkins Glen International Speedway, Watkins Glen, NY – Cadillac Racing (June 2019)
* MLB All Stars Game, Cleveland, OH – Chevrolet (July 2019)
* IMSA Race Weekend at Road America Racetrack, Elkhart Lake, WI – Cadillac Racing (August 2019)
* Farm Progress Show, Decatur, IL – Chevrolet (August 2019)
* Dreamforce Tech Conference, San Francisco, CA – Dreamforce/Salesforce (November 2019)
* CES – Consumer Electronic Show, Las Vegas, NV – Google Assistant (January 2020)

**Print Model**

Understand and represent campaign branding strategies in print work. In-depth knowledge of body posture, posing, and facial expressions for capturing targeted audience. Exceptionally skilled at hair and make-up applications.

* Photographed for Beauty & Grace Boutique in Indianapolis, IN for advertisement in upcoming issue of “Absolution” fashion magazine, April 2019.

Educational Background

**Bachelor’s Degree - Business Administration, Marketing Major**

Central Michigan University, Mt. Pleasant, MI