

Brenda Lee Renaud

Marketing & Brand Manager, Advertising, Experiential, Promotions, E-Mail, Social Media & Digital Marketing Maven

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I have an uncanny natural intuition and ability to engage, influence, relate to, excite and low key persuade anyone!

After getting my bachelors in Business I gained a wealth of experience and skill working my way up in the marketing world. Beginning as a Brand Ambassador and Promotional Model for numerous experiential agencies, I was quickly promoted to field manager where I recruited, trained and supervised new hires. Shortly thereafter (about a year) I was again promoted to account manager in which I successfully handled all aspects of 4-6 high profile clients campaigns, including Social Media/ Digital/Email marketing content creation, implementation and management, engagement analytics & strategies. I am outgoing, detail oriented and driven, super intuitive with a "go getter" mindset and positive, proactive "can do" attitude! My friendly yet persuasive manner easily engages, assimilates and relates to, creates and maintains good rapport to improve or create brand awareness and loyalty, expand reach to acquire and retain new accounts, maintain existing accounts and effectively implement marketing strategy with a proven track record of significantly exceeding client and agency expectations. My well rounded marketing skills and business acumen, experience, dedication, reliability, and determination, sense of urgency and relentless drive to "exceed to succeed" make me a serious asset to any brand looking to increase profits, improve reach and create loyal lifelong referring customers. Thank you for your consideration, I look forward to exceeding your expectations!

Areas Of Expertise:

*Brand Management

*Account Management

*Marketing Strategy

*Event Management

*Startup Growth Specialist

*Automotive Product Specialist

*Digital/Social Media/ Email Marketing Management, Analytics, Campaign Creation and Maintenance

*Activations

*Campaign Management

*Proven ability to create and maintain

social media accounts, analyze algorithms, find and engage target groups while effectively marketing outside of target market to acquire new business and increase ROI.

*Affiliate, Engagement and Field Marketing

*Team Lead Management/Supervisory Experience

*On and Off Premise Activations Specialist

*Spirits and Craft Beer Product Representative

*Tradeshows

*Certified Merchandiser with unparalleled, proven effective creative visual and cross merchandising skills

*Brand/Product Representative

*Telecommunications

*Certified Demos and Sampling Specialist

*Event Staff

*Recruiter, Talent Acquisition and Retention

*Spokesmodel

*Promotional Model

*Volunteer Fashion Model for Charity Shows

*Runway

*Print

*Editorial

*Hair

*Product

* Named one of Bostons "Most Gifted Influencers" by Boston Voyager Magazine. <http://bostonvoyager.com/2018/05/09/the-influencers-2>

Willing to relocate to: Los Angeles, CA - New York, NY - Miami, FL
Authorized to work in the US for any employer

Work Experience

Engagement and Promotions Specialist

Activation Pros - Amherst, MA

March 2019 to Present

Brand Ambassador and Event Staff for Tinder & Cardi B national "Swipe Off Competition" in which I and 3 other brand ambassadors significantly contributed to UMASS gaining the win over Northeastern by increasing awareness, creating excitement, encouraging and assisting students and staff to sign up for Tinder if not already, giving out free premiums/ branded items, taking pictures in front of various promo backgrounds, playing our "Pick Up Line Dispenser" game and of course reminding them to "Swipe Right For Cardi B" to win a free Cardi B concert.

*One week later the win for UMASS was announced and I was asked to work the concert as well where I did a variety of jobs from concert set up, running the games, handing out branded shirts, foam fingers and flashing light devices, and post event cleanup.

Model Manager and Lead On Premise Brand Activations Specialist

Elevate Staffing - Varies

April 2015 to June 2019

Field Manager and Lead Promo Model for Three Olives Vodka Rose All Day Campaign Activations(various locations)

* Lead Product Specialist for On and Off Premise Beer, Wine and Spirits promotional events.

*Model Manager and Team Lead Promotional Model for On Premise Activations

*Pick up and drop off event supplies if not at the account

*Ensure models arrive on time(15 mins before start time)are well versed in key selling points, any specials during the promo and target groups(usually millenials if any) and in proper attire for the activation based on clients guidelines.

Team Lead Engagement Marketing/ Promotional Events for Leafly.com

Elevate Staffing - Varies

April 2017 to January 2019

*Attend educational events at various dispensaries and other industry events as a cannabis enthusiast and knowledgeable, engaging and outgoing representative of Leafly.

* Set up of promo area(tents, tables, info leaflets and free premiums

*Trained a team of brand ambassadors in the basics of the medical marijuana industry including benefits of medical vs recreational use, local laws, state vs federal legality facts, different strains medical and psychological benefits, cbd and thc levels, sativa vs indica, terpenes,etc.

*Create good working relationship s with dispensary management &staff.

*Educate event attendees on the benefits and many uses for and forms of cannabis.

*With friendly, outgoing and knowledgeable enthusiasm engage potential enthusiasts to increase awareness of the Leafly website and app, putting large focus on the new in app feature that allows members to get special deals and pricing by ordering online and picking up at the dispensary.

*Breakdown and post event cleanup.

*Preparing detailed event reports including eventphotos/videos for the client and social media promotion.

Social Media Marketing Manager and Tradeshow Representative

VANTAGE Advertising - East Longmeadow, MA

May 2016 to January 2019

As an expert in all aspects of digital, email and social media marketing I

*Managed online marketing,
handling customers complaints or concerns to proactively find the best solution.

*Creation and promotion of
social media pages, online stores, advertisements, powerpoint presentations and the like for clients.

*Represent clients at local trade shows and conventions.

Field Manager and On Premise Brand Activations Specialist

Team Enterprises - Varies

April 2014 to January 2019

*Bacardi Banana Activation

*Miller/Coors Know Your Beer Promo

*On Premise Spirits Promotions Specialist

*Create and nurture good rapport with local businesses

*Bar Promos

*Seek out our target groups to create
and/or reinforce excitement, brand awareness and loyalty for each respective brand.

*Capture the attention of the
crowd and engage consumers to promote the brand.

*Handing out branded premiums and other marketing materials

*Prompt,in depth,accurate completion of reports and recaps

*Capturing relevant images/videos for the client and social media sites

- *Attend Brand education and trainings

- * Educate and train staff,owners,venues etc about brand core values, what sets it apart from the rest, and why it's the best!!

- *Create and maintain good working relationships with local bars,liquor stores,andother venues

- *Attend promotional events as a professional, knowledgeable,friendly, approachable and outgoing representative of the brand.

Automotive Product Specialist and Events Manager

Revo Marketing Group - Varies

February 2014 to January 2019

- *Traveling Event Manager at nearly every car dealership for a sixty mile radius.

- *Automotive Product Specialist

- *Planning,set up, registration of attendees and execution of successful promotional events for almost every automobile company out there.

- *Engage current and potential customers to increase brand awareness, education,and loyalty.

- *Generate excitement and new business for each respective company.

- *Trade show and convention brand representation.

- *Capturing relevant digital photos and video for the client and agency.

- *Prompt completion of event recaps and reports.

Experiential Marketing Specialist

Big Orange Productions Inc - Pawtucket, RI

April 2015 to September 2018

- * On and Off Premise Spirits and Craft Beer Specialist

- * Activations Events Manager

- *Lead Sales Agent for Straight Talk Wireless Tax Time and Back to School events

- *Promotional Model and Brand Ambassador for numerous telecommunications clients including Verizon, TracPhone, Google, Samsung,T Mobile/Metro PCS, Simple Mobile and Cricket Wireless.

Advertising Account Manager

TEAM Enterprises - Hartford, CT

January 2016 to June 2018

Account Manager for Night Life Spirits Promotions in the greater Hartford Region. Handling a portfolio of 4 high profile clients I recruited, hired and trained my team of brand ambassadors to be

knowledgeable, approachable, enthusiastic representatives of each respective brand, including how to seek out and identify target groups while still improving over all brand awareness and loyalty and incorporating key selling points without it sounding like a marketing pitch. I have a proven track record of training extraordinary brand ambassadors, significantly exceeding kpis and improving sales by 40% on average.

Demo Specialist

Whole Foods Market - Hartford County, CT
January 2016 to March 2018

- *Brand ambassador and Demo Specialist
- *Organic Foods and Products Expert
- *Craft Beer Specialist
- *Attain and maintain up to date knowledge of products and current relevant trends
- * Improving sales and awareness
- *Educational demos and product samplings
- *Training new hires
- *Stocking and visual merchandising
- *Notify appropriate manager and buyers when products quantities are low

Marketing Manager

PUSH marketing and promotions - Varies
September 2016 to January 2018

- *Northeast Region Marketing and Field Manager
- *Talent recruiter, interviews, trainings, hiring and firing
- * Representing numerous brands and high profile clients as a SpokesModel, Promotional Model, Activations Specialist, Promoter, Brand Ambassador and Event Manager.

Social Media Marketing and Tradeshow Field Manager

Azazie Bridal - Varies
March 2016 to 2018

Independent contractor for Azazie, an online bridal company specializing in body positive bridal gowns.

- *Managing all aspects of Digital Marketing Strategy, with a heavy concentration in Social Media Strategy analytics, implementation and maintenance. Tradeshow and Events Management.
- *Pick up and drop off, set up and breakdown of materials for trade shows and promotional events

*Notify attendees of promotions they will receive if they sign up for our email notifications

*Increase sales, awareness of and loyalty to the Azazie brand

*Social Media Analysis, Engagement, Strategy Implementation and Management

*New customer acquisition and customer retention

*CT Bridal Expo

*Western Mass Bridal Expo

Brand Ambassador/Promotional Model

Across the Nation Promo - Varies

June 2015

*NASCAR Girls Northeast Grand Prix Tour

*Mountain Dew Summer Street Team(Boston)

Brand Manager

Double Helix Marketing - Northeast, NY

Education

Bachelors in Business in Marketing and Related Support Services

Bay Path University - Longmeadow, MA

September 2008 to May 2012

High school or equivalent in Advanced Placement

West Springfield High School

Skills

- Customer Service
- Wine
- Team Member
- Project Management (5 years)
- Digital Marketing (5 years)
- Strategic Planning (4 years)
- SEO
- Google Analytics
- Marketing
- Advertising
- Illustrator
- Sales
- Photography
- Photoshop

- Social Media Management
- Graphic Design
- Wordpress
- Indesign
- Google Adwords
- HTML
- Social Media Marketing (6 years)
- On Premise Activations (6 years)
- Off Premise Activations (6 years)
- Spirits and Craft Beer Brand Representative (6 years)
- Brand Activations (6 years)
- Field Manager (3 years)
- Brand Development (5 years)
- Brand Ambassador (7 years)
- Visual Merchandising (5 years)
- Leadership Experience
- Product Demos
- Troubleshooting
- E-Commerce
- Microsoft Excel (3 years)
- SEM
- Bing Ads
- Microsoft Word
- Microsoft Powerpoint
- Keyword Research
- Google Analytics (5 years)
- Google AdWords (4 years)
- PPC Campaign Management (4 years)
- PPO (4 years)
- Social Media Management (5 years)
- Time Management
- Sales Experience
- Upselling
- Inside Sales
- Teaching Experience
- Merchandising
- Microsoft Office
- Affiliate Marketing (4 years)
- Computer Literacy
- Microsoft Outlook
- Excel
- Start-Ups (4 years)
- Start-Ups (4 years)
- Logistics
- Branding
- Project / Program Management
- Retail Sales
- Coffee Experience

Links

<http://www.facebook.com/BrendaRenaud>

<http://www.instagram.com/promoqueenb>

<http://www.modelmanagement.com/model/brenda-renaud>

<http://www.twitter.com/promoqueen01>

Certifications and Licenses

Certified Demo Specialist

Present

Certified Merchandiser

Present

CDS Food Safety Certification

Present

Assessments

Marketing — Proficient

April 2019

Measures a candidate's ability to understand your target audience and how to best communicate with them.

Full results: https://share.indeedassessments.com/share_to_profile/8194c43c5386d0c68552c98a497b5fe2eed53dc074545cb7

Customer Focus & Orientation — Highly Proficient

July 2019

Responding to customer situations with sensitivity.

Full results: https://share.indeedassessments.com/share_to_profile/1a7a92d945be16552a7948b79113659eed53dc074545cb7

Supervisory Skills: Directing Others — Familiar

July 2019

Motivating others through feedback to identify improvements or corrective actions.

Full results: https://share.indeedassessments.com/share_to_profile/9d4d0378e9319216a9e82a59ceade983eed53dc074545cb7

Reliability — Proficient

June 2019

Tendency to be dependable and come to work.

Full results: https://share.indeedassessments.com/share_to_profile/1e079a040c780ce3ff0f18c271bdefa7eed53dc074545cb7

Sales Skills: Influence & Negotiation — Highly Proficient

April 2019

Measures a candidate's ability to effectively use influence and negotiation techniques to engage with and persuade customers.

Full results: https://share.indeedassessments.com/share_to_profile/92927fdbff96986e1e50c52044415148eed53dc074545cb7

Personality: Sales Fit — Highly Proficient

December 2019

Assesses personality traits that are important for sales roles.

Full results: https://share.indeedassessments.com/share_to_profile/ee81caaf1eeae2603a61d8071f39d80eed53dc074545cb7

Social Media — Familiar

December 2019

Creating content, communicating online, and building a brand's reputation.

Full results: https://share.indeedassessments.com/share_to_profile/86ec72f01459c894d4fb7b7498605adaeed53dc074545cb7

Indeed Assessments provides skills tests that are not indicative of a license or certification, or continued development in any professional field.

Publications

The Influencers (Boston Voyager Magazine)

<http://bostonvoyager.com/2018/05/09/the-influencers-2>

2019

Named as one of Boston's Most Gifted Influencers