

# Eric Lohman

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## Summary

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Versatile professional with Bachelors in Marketing and nearly 10 years of experiential marketing experience. I am passionate about working with different brands/products and services and I continue building on what I have to offer. I am available for hire as Tour Manager, Market Manager, Team Lead, Production, Brand Ambassador, in other words no matter the experience not everyone can also play the same role and I am a team player.

*Based in Los Angeles, CA, and travel and make my own accommodations when working as a local.*

## Experience

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### **In-Vehicle Host/ Right Seat Driver, Honda, Utah Autoshow**

Salt Lake City, Utah

- Introduced '20 vehicles from Honda and explained features of vehicles inside and out
- Sat in front passenger seat of vehicles and took guests on ride and drive and provide directions for a safe and fun driving experience. Gave drivers information about the vehicle while on drive and answered consumer questions
- At end of drive took feedback about driver experience and had drivers fill out surveys. gave out swag

### **Client Guide/VIP Host, The Driver People, CES**

Las Vegas, NV

- Coordinated logistics with clients for pick-ups/drop offs according to their schedules and proceeded to get them to their destinations
- Maintained vehicle cleanliness, order, and replenished goods for executives satisfaction
- Picked-up and dropped of clients at McCarran Int'l Airport

### **VIP Host, Monster Energy Supercross Event**

Angel Stadium, CA.

- Kept tabs on VIP's to ensure their safety, escorted them to their scheduled locations.
- Took care of people's dietary preferences to assure they felt their best

### **FitAid, Spartan Races, BA**

Castaic, CA

- Kept FitAid beverages cold for the racers and offered it to them as they finished the race and came through the replenishment line.
- Encouraged participants and those unfamiliar with FitAid to sample it.

### **Coca-Cola, BA, Overwatch Video Game,**

BlizzCon, Anaheim Convention Center, CA

- Distributed "Overwatch" give-a-ways, provided Panorama Diner experience
- Took pictures of attendees enjoying their "Overwatch" experience

- Poured samples of Coca-Cola to accompany give-a-ways and treats

### **Verizon Give Thanks Tour, Air Shows, TL**

CA

- Set-up photo/video booths for guests to give thanks to whomever.
- Surveyed attendees on their experience at the airshows and their awareness of Verizons commitment to the military.

### **NBA2K20 Video Game Launch, PA**

Los Angeles, CA

- Received inventory to warehouse and prepared merchandise for launch party
- Set-up Xbox consoles with NBA2K20 to prepare them for guests to try out the new game.

### **Gold Peak Tea, BA**

Jacksonville, FL

- Set-up an experience consisting of 3 stations of sight, sound, and smell to assist guests to evaluating what may be their most favorable taste of tea.
- Encouraged guests to entertain their taste buds by trying different kinds of tea.

### **Heineken, Lead BA, MLS Event**

Orlando, FL

- Set-up tables, decor, lounge area, soccer ball kicking booth
- Encouraged guests to drink Heineken and take pictures in booth and post selfies on facebook and instagram with incentive of give-aways

### **Diet Coca-Cola, "Stranger Things"**

Santa Monica, CA

- Trained and delegated positions to BA's and and made sure they rotated and received breaks.
- Facilitated give-aways, photo booth, and encourage guests to do taste-testings
- Completed recap, documents processing, event report, BA evaluations

### **U.S. Army High School Challenge, Challenge Facilitator**

Los Angeles, CA

- Loaded-in/out challenge equipment and set-up obstacle courses, computers, kiosks, fitness equipment.
- Demonstrated obstacle course, taught exercises, guided students through kiosks and computer tutorials.
- Encouraged students to find out their strengths, and if they are visual, auditory, hands on learners, what career paths in Army may match their interests.

### **Nike Shoe Demo, Product Specialist**

Dick's Sporting Goods Long Beach, CA

- Informed customers of advantages of Nike new Flyknit line and the purposes of different types of soles.

- Helped people do demos on treadmills and used software to show them how the different material and soles of shoes effect their movement and which type of shoe best suits their activities.

### **Soft Drink Demos, Share-A-Coke**

Dominguez Hills, CA

- Poured samples of different Coca-Cola products into cups against their competitors and asked if guests could tell what was what and which sample they preferred.
- Facilitated contests for people to compete against each other, do things such as tricks or show off talents to win prizes.
- Operated photo/video booth and helped attendees to choose backgrounds, music and make other fun adjustments to their Coca-Cola footprint experience.

### **Al Capone Cigarillos, Sales Person**

Daytona Beach, FL

- Set-up signage, kiosks, product booth, and games for prize give-a-ways
- Spoke to attendees about cigarillos and product options and went through talking points and made sales and exceeded quotas.

### **Whisky X Trade Show, Production Assistant**

Santa Monica, CA

- Mapped out floor plan and determined booth placements, set-up security measures according to venue procedure
- Loaded-in/out equipment and products, assisted vendors to build and set-up their booths

### **Stella Artois, Production Lead**

Los Angeles, CA

- Constructed set-up of bar, installed walls, lighting, decor, kitchen and bar equipment
- During events performed bar-back duties, replenished food, monitored kegs, re-stocked glasses

### **Demi Lavato Movie Premiere, Production Assistant,**

Hollywood, CA

- Unloaded event decorations, equipment, merchandise and made sure received inventory matched invoice.
- Constructed hospitality lounge including bar, food, seating arrangements, decorations
- Post items and track popularity, demand, bids, adjust prices and auctions. Communicate with interested parties, ship and track packages.

### **And1 Lead BA, ComplexCon**

Greater Los Angeles, CA

- Helped set-up and break down of basketball court and game stations.
- In-charge of concierge for And1 players
- Delegated tasks to Brand Ambassadors, in charge of replenishment of stations for games and give-a-ways

## **Auto Shows:**

**Right Seat Driver,** Chevrolet, Ford, FCA Auto Group

SD, LA, SF, CA

- Accompanied attendees while they took automobiles on drives and informed them about vehicle specifications, bell and whistles, and answered questions.
- Wrote notes regarding guests experiences, questions, their opinion of new vehicles and if they believe manufacturers are making favorable changes to new vehicles models.

**Brand Ambassador,** Coppertone/Colgate- Cars 3 Release

Los Angeles, CA

- Taught children how to change tire on race cars.
- Informed customers on benefits of using new Coppertone and Colgate products.
- Operated photo booths so people could take photos involving their favorite characters.

## **Comic Con:**

**Demo Specialist,** Nintendo Switch

San Diego, CA

- Conducted demonstrations of video games, explained objectives of games and provided instructions.
- Assisted guests in the process of playing prize wheel and winning various items
- Operated photo booths so people could take creative photos involving their favorite video games

**Sales Associate,** Kid Robot

San Diego, CA

- Built booth and organized inventory of pre-sale and general sale items
- Placed merchandise accordingly to be aesthetically pleasing and set items strategically for sales.
- Introduced talent to fans before meet and greets and checked fan credentials.

**Team Lead,** M & M's

Anaheim, CA

- Conducted demonstrations of video games, explained objectives of games and provided instructions.
- Assisted guests in the process of playing prize wheel and winning various items
- Operated photo booths so people could take creative photos involving their favorite video games

**SweeTarts, Brand Ambassador**

Anaheim, CA

- Conducted demonstrations of video games, explained objectives of games and provided instructions.
- Assisted guests in the process of playing prize wheel and winning various items
- Operated photo booths so people could take creative photos involving their favorite video games

**Entertainment Weekly Pop Fest, Coordinator/Dispatcher,**

Los Angeles, CA

- Dispatched tasks to runners for on and off-site needs
- Arranged hospitality for clients, employees, and talent
- Hired Runners, Brand Ambassadors, and Production Assistants

**American Spirit Cigarettes, Production Assistant**

San Bernardino, CA

- Built full structure from recycled materials including walls, canvas roof, floor, doors, stage
- Installed lounge area including lighting, seating, music for safe space to relax

**Pop-Up Stores:****GILT, Merchandise Coordinator,**

Hollywood, CA

- Developed floor plan and back-stock layout plan to be practical, aesthetically pleasing and organized.
- Unloaded and sorted merchandise and arranged them accordingly, replenished items as necessary

**Kylie Jenner, Inventory Manager,**

Westfield Topanga Mall, CA

- Received, managed, organized inventory of clothing, apparel, cosmetics, and accessories.
- Placed merchandise on floor according to plan of store circulation to encourage shoppers and fans to appreciate set-up in orderly fashion.
- Managed inventory and informed sales people of current merchandise availability. Performed shipping and receiving procedures according to store and on-line supply and demand.

**JBC Style, Production Manager,**

Costa Mesa, CA

- Load-in received and organized inventory of clothing, accessories and other merchandise
- Developed floor plan and back-stock layout plan to be aesthetically pleasing and organized.

**Kanye West, BA**

Fashion Show Mall, NV

- Installed fixtures, lighting, shelving, furnishings and equipment
- Trained back of house employees on unloading, inventory procedures, and re-stocking
- Tracked inventory and informed sales associates of current merchandise availability

**Pacific Event Productions, Coordinator/Warehouse**

San Diego, CA

- Coordinate services for events, such as accommodation and transportation for participants, facilities, catering, signage, displays, special needs requirements, printing and event security.
- Evaluate client budget and assist in selection of providers for services according to customer requests.
- Organize and update warehouse inventory, receive and pack supplies, load/unload trucks.
- Monitor event activities to ensure compliance with applicable regulations and laws, satisfaction of participants, and resolution of any problems that arise.

**93.7 WSTW Radio, Promotions Assistant**

Wilmington, DE

- Designed contests for online and on-air, managed prize inventory and put together prize packs
- Updated station websites and social media accounts with advertisements, pertinent information, and communicated with fans
- Planned/executed remotes and special events, coordinated with sponsors, vendors, and ensured hospitality