**Corrine Wright**

Atlanta, GA

corrinewright94@gmail.com Cell: (678) 670-5614

**Brand Ambassador**

**Professional Summary**

* Energetic Brand Ambassador that combines the very best marketing and sales skills to gain the maximum market share for each product. Committed to the expansion of the company brand names, establishing strong relationships with marketing partners and finding new sales opportunities for each brand in new markets. Enjoys the challenge of getting a company ahead of the competition in the minds of consumers.
* Three (3) years of brand ambassador related experience in marketing, sales and customer service at promotional events and trade shows.

**Core Competencies**

* Consumer Trend Analysis
* Trade Show Marketing
* Market Data Collection
* Direct Corporate Sales
* Sales Team Development
* Customer Service
* Team-player
* Ability to communicate effectively
* Skilled at educating customers in an enthusiastic manner
* Effective at performing product demonstrations
* Long-term revenue forecasting

**Education**

**Bachelor of Science in Technical Management, GPA 3.8 Graduation date: May 2019**

DeVry University, Atlanta GA

* Relevant Coursework: Financial Accounting, Marketing, Project Management, Principles of Management, Critical thinking and Problem Solving, Tech Society and Culture, Introduction to Business technology, and Business policy

**Campus Brand Ambassador** - Field Marketing Manager 09/2017 to 01/2019

Fannie’s Flavorful Foods, Atlanta, GA

**Key Qualifications & Responsibilities**

* Promoted brand by providing students and faculty members with knowledge and insight on food and beverage products through facts, samples, and giveaways.
* Organized events both on-campus and off-campus, including in dormitories, cafeterias, bars, and restaurants.
* Acted as field liaison between regional retail sponsorship and promotion teams and marketing department.

**Key Achievement**

* Experimented with various marketing promotions which eventually increased sales of the flagship energy drink by 75% in two years.
* Successfully collected more than 100 leads for future outreach.

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**Professional Experience**

**Brand Ambassador,** Atlanta, GA

Heineken Can Products 09/2017 to Present

* Designated as lead sales professional for the company trade show booth at all major trade shows.
* Worked with outside sales team to increase overall revenue by 23% for approximately 2 years
* Managed a territory through inside and outside sales efforts
* Collaborated with several outside marketing experts to expand the influence of the company’s brand.
* Exceeded corporate sales quotas for 5 consecutive months.

**Brand Ambassador,** Milton, GA

Dos Equis Lager Products 01/2019 to Present

* Designated as lead sales professional for the company trade show booth at all major trade shows.
* Worked with the marketing team to improve the appeal of companies' trade booths.
* Promoted brand by providing consumers with knowledge and insight on beverage products through facts, samples, and giveaways.
* Collaborated with several outside marketing experts to significantly expand the influence of the company’s brand.