***YANA THOMPSON***

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***PROFESSIONAL SUMMARY***

Over ten years of progressive marketing experience with demonstrated record of success in driving new product sales. A results-oriented marketing professional who excels in providing dynamic experiences to consumers while representing outstanding brands (National and International).  Strong administrative professional skills in event planning, integrated marketing, marketing strategy, event management, and staff management.

***WORK EXPERIENCE***

***Victory Marketing Agency                                          06-2017/Present*** Fort Myers, FL

* Effectively communicate with clients and vendors
* Effectively report market activities and trends on a daily basis
* Complete mandatory online training prior to event
* Good communication skills English and Spanish.
* Registration, scam baggage, billing and pricing
* Ensure each event is operated with the safety of staff and visitors as the highest priority
* Developing effective relationships, treating others with respect, and demonstrating sensitivity to diversity
* Focusing on the needs of customers, driving the team to meet service levels, and collaborating internally to provide excellent customer service
* Monitor Brand Ambassador’s performance to ensure that communication of product messaging is effective
* Computer Skills in Microsoft Excel, Word, PowerPoint and Outlook are required

***Oxford Marketing Agency                                          06-2017/Present***

Bohemia, NY

* Complete mandatory online training prior to event
* Displays effective verbal and written communication skills
* Proven sales skills in the on-trade segment
* Good communication skills preferably fluent in Spanish
* Computer Skills in Microsoft Excel, Word, PowerPoint and Outlook are required
* Experienced and good connections in top on trade accounts
* Effectively communicate with client
* Billing and pricing
* Provide first level client service and problem resolution regarding the registration, enrollment and user set-up processes for the various client systems

* Understands, displays, translate and embraces the company’s “culture” or visiting from other countries
* Promotes the brand during special events, social selling skills, networking, and daily interaction with guests, and Conventions

***Assist Marketing                                                     06-2018/Present*** Falls, WI

* Proven ability to take initiative and work effectively with minimal supervision and guidance. High level of integrity and positive attitude
* Proven ability to give effective presentations and speak confidently in public
* Complete mandatory online training prior to event
* English and Spanish language skills
* A high level of organizational and time management skills
* Excellent spirits knowledge and a good knowledge of the wine and beer markets
* Demonstrate a passion for excellent guest service
* Previous strong luxury retail experience in high-end or specialty retail store
* Engaging with everyone who is participating in the event, providing swag and making sure that everyone has a great experience
* Skilled in reading, analyzing and interpreting general business periodicals, professional journals, technical procedures or governmental regulations
* Are great at relationship building with high level communication skills and a customer focused attitude

***Clearly Promotions                                                 06-2018/Present***

Salt Lake City, UT

* Category Knowledge across Spirits and TBA or flexible hours, including evenings, weekends, and holidays
* A proven knowledge and experience in different Category of products
* Experience of activating brands in the On Trade
* Strong understanding of balance between brand building agenda and commercial delivery
* Excellent presentation skills and experience at delivering presentations/training
* Demonstrable experience in sales or marketing

***PROFESSIONAL SKILLS***

* Strong integrity and social skills with the ability to effectively develop, manage and in fence relationships at all levels
* Good communication skills English and Spanish.
* Demonstrated strong verbal and written communication skills to confidently interact with customers; be approachable, a good listener and empathetic
* Excellent interpersonal skills with the ability to interact effectively at various social levels across diverse cultures
* To demonstrate an ability to increase sales and store conversion through effective demonstration, multi selling and highly developed selling skills
* Independent thinking skills displaying strong initiative. Ability to make mature, effective business decisions
* Skilled in effectively presenting information and responding to questions from groups of managers, clientele, customers and the general public
* Handle numerous responsibilities with many interruptions, deadlines and function well under pressure
* Has strong computer skills
* Ivaldi driving license and strong driving experience

***EDUCATION***

      Miller-Motte Technical College

          Diploma in massage therapy GPA 4.0

          Clarksville, TN

          2017

    Fayetteville Technical Community College

       Certification in Esthetician's

       Fayetteville, NC

       2012

    High School Teodor Aya Villaveces

      Bogota, Colombia South America

      2001

**TECHNICAL COMPETENCIES/CERTIFICATIONS**

**Software:** Microsoft Office Suite

**Operation Systems:** Mac/Windows