



Shanelle Meyer

*Licensed CA Real Estate Agent
Animal Rescue Volunteer*



<https://bit.ly/contactshanelle>

VALUE PROPOSITION

I've assisted top producers and business owners in creating and implementing systems ultimately growing their businesses. I have a proven track record of identifying growth opportunities, developing effective marketing, and maximizing social and digital brand presence. These efforts built strong brand awareness, client retention and referral networks.

SKILLS

- Canva
- WordPress
- Copywriting
- Social Media
- Email Marketing
- Public Relations
- G Suite
- Event Planning
- Customer Service
- CRM/Database Management
- MLS
- AI

BRAND AMBASSADOR EXPERIENCE

TRADE SHOW MODEL

Argyle Agency

NOVEMBER 2023 - PRESENT

- Proactively greet every attendee who passes in the aisle, inviting them into the booth to participate in the booth activity
- Scan badges, assist in creating booth flow and capturing data needed
- Introduce attendees with questions to Sale Representatives
- Assist in always maintaining a clean booth

TEAM LEAD

Public Label

AUGUST 2022 - PRESENT

- Increase brand awareness through event marketing, demonstrations, and brand promotion
- Engage with consumers and encourage product participation including giveaways, photo opportunities, and sampling
- Support client marketing and social media initiatives promoting follows, hashtag usage, photo tags
- Submit recaps for consumer feedback and suggestions

PROMOTIONAL MODEL

Brand Socialite

September 2022 - Present

- Increase brand awareness through event marketing, demonstrations, and brand promotion
- Representing the company at product launches, events, and trade shows
- Speaking on behalf of the brand at events and conferences
- Participating in interviews with local media outlets about the brand's activities or services

EDUCATION

Bachelor of Strategic Communication and Digital Media

Saint Bonaventure University

DEANS LIST - RADIO SHOW HOST - VOLUNTEER