

Keyaira Ester

CONTACT

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SKILLS

Leadership
Social Media management
Digital marketing &
communication
Brand awareness
Product knowledge
Customer Service.

EDUCATION

Illinois State University
Bachelor of Science
Psychology
IL
Aug 2018

North Central College
Naperville, IL
Jun 2016
Earned 75.5 credit hours

WORK EXPERIENCE

PUSH Agency, Model

Aug 2022 - Current

- Set-up product demonstrations at events and communicated brand features and benefits to consumers.
- Promotional model for Amino Energy
- Route Ranger for 5k Race
- Promotional Model for Moet Hennessy
- Celsius Fitness Demo
- Titos Promo

A Plus Staffing, Brand Ambassador

Jun 2018 - Current

- Promotional model for Kodiak Cakes National Tour
- Lake County Fair
- Showcased products to large crowds, inspiring curiosity and interaction.
- Promoted positive brand awareness

The Home Depot, Special Services Associate

Palatine, IL. - Aug 2018 - Mar 2019

- Demonstrated a high level of customer service by acting as a liaison between customers , vendors, installers, and other The Home dEpot Associates.
- Quickly connected with each customer to offer assistance and promote products.
- Calculated sales prices and total purchases, and processed cash or credit transactions.

Productions Plus, Student Brand Ambassador

IL - Jun 2018 - Dec 2018

- Promoted brands such as State Farm by educating customers about products by offering marketing collateral, samples and giveaways.
- Prepared and demonstrated vendor products for guests with enthusiasm and passion.

Sand Cloud, Brand Ambassador

IL - Jan 2018 - Mar 2018

- Achieved sales goals and marketing objectives, delivered memorable customer experiences and drove brand awareness and loyalty.
- Maintained brand and product knowledge to anticipate questions about products and deliver thoughtful responses.

Alliance Marketing, Brand Ambassador

Mar 2024 - Current

- Promoted brand awareness for Dunkin' by handing out samples
- Worked as the brand Mascot

PROFESSIONAL SUMMARY

- Engaging and enthusiastic Brand Ambassador provides marketing demonstrations that create excitement for products. Excellent interpersonal skills and excellent knowledge of product features and benefits. Drives sales through effective and persuasive customer engagement.