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📍 Miami, FL

## EDUCATION

- Florida International University  
Bachelor of Fine Arts in Theatre Studies  
(Current)
- G. Holmes Braddock High School  
High School Diploma (2009)

## SKILLS

- Marketing and Sales: Strong ability to promote products and drive sales.
- Social Media Management: Proficient in creating engaging content and increasing online presence.
- Customer Service: Excellent interpersonal skills with a focus on delivering top-tier service.
- Communication: Exceptional written and oral communication skills.
- Organizational Skills: Top-notch prioritization and time management ability.
- Problem Solving: Analytical problem solver with an adaptable and responsive approach.

## LANGUAGE

English

Spanish

# RAQUEL CALDERON

## Brand Ambassador

### ABOUT ME

Dynamic and results-driven brand ambassador with extensive experience in promoting and representing diverse brands. Adept at engaging consumers, driving brand awareness, and creating memorable brand experiences. Committed to delivering outstanding customer service and exceeding expectations in every promotional campaign.

### WORK EXPERIENCE

#### Brand Ambassador/Promo Model/Product

##### Demonstrator - Various Agencies (2019-Current)

- M2M Agency: Rabble Wine - Miami Earth Day, Wynwood Museum
- GoLocal: Cool Cat Drink activation - Pride South Beach/Miami Beach, Miami Fashion Week, World Cup Polo
- Manmar Entertainment: Ritz-Carlton Whispering Angel Sampling
- VLR Group Promotions: TSS/Loews Hotel Campari & Aperol Sampling
- LVT Models: Sampling for Select Spritz at Fountainbleau, No.3 Social, R House, and Nikki Beach
- Loni Events: SLS South Beach Fashion Week, Bat Mitzvah Dance Host
- SJL Modeling & Promotions: Miami Beach Golf Club Fort Lauderdale
- The Joint of Miami: Promo Flyers
- PS Stearns Marketing: Millers Coors Peroni tasting, Cutwater Spirits Classic Vodka Soda, Stella Artois
- Brightline Train Station: Promotion Team
- Divine Light Entertainment: Rolling Loud Flyers for 300 Music Label
- Loni Paige Events: Conference at Trump Doral
- Superbowl Activations: Winn Dixie/La Nueva Bella Supermarkets
- She So Corporate: Adidas Event
- The Push Agency: Monster Energy, Rolus Drink
- Sweet and Chilli: Formula 1 as a Bartender

##### Duties:

- Built brand recognition by distributing samples in bars and liquor stores.
- Introduced consumers to new products in a charismatic, friendly manner.
- Pushed high sales and assisted with developing marketing strategies for brands.
- Created content (e.g., blogs, newsletters, product reviews) to generate brand awareness.
- Entertained and engaged with consumers during event marketing activities.

##### Bartender - Various Agencies (2017-2024)

- Sweet and Chilli: Formula 1
- M Squared MGMT: Rabble Wine Miami Earth Day
- Manmar Entertainment: Papi Steak Hennessy Activation
- Hooters of Doral: Bartender (2018-2022)
- Divine Light Entertainment: Catering Bartender
- Food Capital Hospitality: Bartender at Paraíso Restaurant
- TAO Group Hospitality: Ultra Bottle Girl and Server

##### Duties:

- Mixed and served beverages to 2000+ weekly customers.
- Ensured a clean working environment for customers and colleagues.
- Provided clients with top-tier service.
- Organized and efficient server.
- Cash handling expert.

##### Entertainment Director - Divine Light Entertainment (2019-Current)

- Planned and directed event entertainment and performances.
- Choreographed dances for shows, weddings, and events.
- Operated and provided photobooth services.
- Created and oversaw showcases.
- Managed event budgets and ensured financial efficiency.
- Entertained and excited clients for their special occasions.
- Designed show costumes.
- Booked promoters, performers, vendors, and staff.
- Negotiated contracts for entertainers and oversaw event operations.

