

Mikayla Raymond

Event EXPERIENCE

Event Specialist – July 2023 to Present

Drive sales and brand awareness through events such as trade shows, conventions, music festivals, day festivals, concerts, tailgates, tournaments, parades, as well as other pop-ups, experiential and on & off premise events!

- Push – DFW, TX
 - Brand Ambassador – Vita Coco
- Keshot – DFW, TX
 - Brand Ambassador / Photo & Video Booth Specialist
- Incast Marketing – Nationwide (Traveling Experiential Brand Ambassador)
 - Brand Ambassador – M&M's Sweet Tour – (7/11 HQ) Irving, TX
 - Brand Ambassador – AT&T – WNBA All Stars – Phoenix, AZ
 - Brand Ambassador – Geico – MLB All Stars – Arlington, TX
 - Brand Ambassador – Henry Rose Tour – DFW & NYC
 - Brand Ambassador – Lego Creation Station – Target Wonderland – Dallas, TX
- Public Label – DFW, TX
 - Brand Ambassador – Hennessy V.S., Hennessy V.S.O.P., Moet, Chandon
- Team Enterprises – NYC, NY
 - Brand Ambassador / Driver – La Roche Posay Save Our Skin Day Event – Washington Square & Union Square
- Yunifire – Irving Convention Center, Irving, TX
 - Team Lead & Trade Show Model – InnoTech
 - Team Lead & Trade Show Model – Access Business Expo
 - Team Lead & Trade Show Model – Spot Bid Fair
- Party Host Helpers – Airport Experience Conference, Gaylord Texan Resort & Convention Center, Grapevine, TX
 - Trade Show Model, Product Sampler – Nestle Waters: San Pelligrino, Maison Perrier, Essentia
- HotShotz – International Congress of Esthetics & Spa (ICE), Kay Bailey Hutchinson Convention Center, Dallas, TX
 - Trade Show Model, Product Demonstrator, & Sales Assistant
- dMEO – NBAA Schedulers & Dispatch Conference (SDC), Fort Worth Convention Center, Fort Worth, TX
 - Trade Show Model – Signature Aviation
 - Trade Show Model / Barista – LavAzza / Aramark
- Buckalew Hospitality – Kay Bailey Hutchinson Convention Center, Dallas, TX
 - Team Lead – Ace Hardware Spring Convention
- Female Force Agency – Dallas Market Center, Dallas, TX
 - Trade Show Model & Sales Assistant – Avery Apparel Co – (Prebooked) August 2024 Dallas Apparel Market
 - Trade Show Model & Sales Assistant – Avery Apparel Co – June 2024 Dallas Apparel Market
 - Trade Show Model & Sales Assistant – Lalavon – March 2024 Dallas Apparel Market
 - Trade Show Model & Sales Assistant – Blue Blush – January 2024 Dallas Apparel Market
- Brand Activate – DFW & NYC (Per Diem)
 - Brand Ambassador – Proper 12, Proper 12 Apple, Bushmills, 1800
- Greenlight Marketing – Dallas, TX
 - Brand Ambassador / Team Lead – Cutwater, NUTRL
- The Grayscale Agency – Dallas, TX
 - Trade Show Model – Ventus – NAMA, Kay Bailey Hutchison Convention Center
 - Trade Show Model – Hudson Valley– Lightovation: Dallas International Lighting Show, Dallas Market Center
- Creative State – Arlington, TX
 - Brand Ambassador – Casa Azul – Cowboys Thanksgiving Game Tailgate
- Convention Models, Fort Worth Convention Center, Fort Worth, TX
 - Runway Model – URA Fashion Show
- She's So Corporate – NY, NY
 - Actor / Brand Ambassador – Monarch: Legacy of Monsters / Apple TV+ – Comic Con, Jacob Javits Convention Center
- Sourced Craft Cocktails – DFW & NY (Per Diem)
 - Brand Ambassador – Jameson, Jameson Orange, Jameson Black Barrel, Tullamore Dew, Tullamore Dew Honey, TX Whiskey Blended, TX Whiskey Straight Bourbon, Skrewball, Compass Box Spice Tree, Compass Box Story of the Spaniard, Código Blanco, Código Reposado, Hendricks, Hendricks Flora Adora, Hendricks Grand Cabaret, Monkey 47, Malibu, Absolut, Kahlua, Mumm Napa Brut Prestige, Mumm Napa Brut Rose, Mumm Napa Blanc de Blanc, GH Mumm Grand Cordon Brut, Aperol, Lillet Blanc, Lillet Rogue, Yellowtail PureBright Chardonnay, Yellowtail PureBright Pinot Grigio
- HAVAS – DFW, TX (Per Diem)
 - Team Lead / Trade Show Model / Sales Associate / Barista – Nestle Waters: Nespresso – Skill Up: America's Operations Meeting, Hyatt Dallas, TX

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- Team Lead – Heineken Silver – Cosmic Cowboy Music Festival, Hillsboro, TX
- Team Lead / Brand Ambassador – Hornitos, Toki, On the Rocks, Heineken Silver, Dos XX
- Nu World Marketing – American Airlines Center, Dallas, TX
 - Brand Ambassador – Sprite – Drake Concerts
- Greenhouse Agency – DFW, TX (Per Diem)
 - Brand Ambassador – Modelo, Pacifico, Corona Premier
- Talent Tree Agency – DFW & NY (Per Diem)
 - Team Lead / Brand Ambassador – Simi Editors Collection Cabernet Sauvignon, Simi Editors Collection Chardonnay, Ruffino Lumina Pinot Grigio, Ruffino Riserva Ducale Tan, Ruffino Aqua De Venus Pinot Grigio, Ruffino Modus Rosso Toscana, Yuengling Lager, Yuengling Flight, Pacifico, Modelo, Modelo Oro, Dirty Monkey, Pendleton, Bushmills, Proper 12, Proper 12 Apple, Fireball, Maestro Dobel, 1800 Tequila, White Claw Vodka
- Post Meridian – McKinney Sips Festival, McKinney, TX
 - Brand Ambassador – Espresso Martini RTD, Old Fashioned RTD
- Whitney Justine – Alternative Products Expo, Kay Bailey Hutchison Convention Center, Dallas, TX
 - Trade Show Model – Inca Trail Terpenes

Event Bartender – May 2023 to Present

Perform speed bartending at live entertainment venues including, but not limited to concerts, music festivals, PGA Tournaments, NFL games, NASCAR races, Broadway shows, stand-up comedy shows, corporate events, weddings, fundraisers, fashion shows, private parties, and daytime festivals.

- DLS – Hard Summer Music Festival – LA, CA
- Lundy's – World Wide Technology Raceway, Madison, IL
- Sourced Craft Cocktails – DFW, TX
 - CultureMap Tastemaker Awards – Fort Worth, TX
 - Rise & Dine Festival – Fort Worth, TX
- Full House Casino Events – NYC, NY (Per Diem)
- Party Host Helpers – DFW, TX (Per Diem)
- Spectrum Concessions
 - Bar Lead – Governor's Ball – Flushing Meadows Corona Park, NY
 - Harry Potter Forbidden Forrest Experience – Little Elm, TX (Pop Up Experience: 10/23 - 1/24)
 - Texas Trust CU Theatre – Grand Prairie, TX
- Levy Restaurants / Compass Group – Texas Motor Speedway, Fort Worth, TX
 - Speedway Terrace Bartender for all NASCAR races hosted at TMS
 - Gordy's HWY 30 Country Music Festival
- DFW Workers – Panther Island Pavilion, Fort Worth, TX
 - Fort Worth's Fourth of July
 - Knock2 Presents Room 202 / Disco Donnie – The Shack at Panther Island Pavilion
 - Shaq's Bass All-Star Festival / Disco Donnie
- Legends – AT&T Stadium, Arlington, TX (2023 NFL & Concert Season)
- Spirit Mansion Cocktail Show / Sinclair Mansion – Fort Worth, TX
- Social House Entertainment
 - Tacos & Tequila Music Festival – Panther Island Pavilion, Fort Worth, TX (2023 & 2024)

Team Lead, Brand Ambassador, Trade Show Model – April 2019 to October 2019

Engaged with consumers showcasing brands and products to provide information, increase brand awareness, and drive sales through team lead and ambassador roles at trade shows, experiential, on and off premise events.

- Elevate Staffing – New York & Arizona
 - Team Lead – Uber Convention
 - Brand Ambassador – Liberty Mutual
 - Trade Show Model – Honda Floor & VIP Lounge – New York Auto Show
- Team Enterprises – New York & Arizona
 - Team Lead / Brand Ambassador – Bacardi Lime, Cazadores Tequila, Natural Light Seltzers

Event Bartender – June 2018 to May 2019

Demonstrated speed bartending and mixology skills for off-Broadway shows, stand-up comedy, and music performances on a consistent 3-5 days a week schedule. Created new featured cocktails to pair with shows and transformed cocktail lounge to accommodate performers' and show needs.

- The Huron Club at the SoHo Playhouse – SoHo, New York

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Event Coordinator / Host / Sales Specialist – October 2011 to June 2013

Marketed, coordinated, and hosted jewelry parties to sell products and increase brand awareness. Developed and implemented promotional marketing strategies to engage consumers and present merchandise for B2C sales using KPI and ROI metrics.

- Lia Sophia Jewelry – Phoenix, AZ

EXPERIENCE

Trainer / Bartender – Dec 2022 to June 2023 (Opened New Store)

Twin Peaks – Northlake, Fort Worth, TX

- Performed speed bartending, as well as created classic to craft cocktails

Bottle Service Girl / Cocktail Server – June 2022 to Dec 2022

Backyard – Fort Worth, TX

- Upsold, presented, and provided bottle service and party packages
- Mixed cocktails and shooters and poured mixed drinks and shots

Digital Marketing Specialist – Mar 2022 to May 2022 (Contract)

iTecs – Plano, TX

- Created and managed TikTok and Instagram; managed Twitter, LinkedIn, and Facebook
- Created and scheduled posts to all platforms; created and managed LinkedIn Paid Advertising Campaigns
- Utilized graphic design skills for social media posts and advertisements, blog graphics, and sales brochure
- Researched topics and created informative blog posts

Server – July 2021 to Nov 2021

Moxie's Grill & Bar – Southlake, TX

- Provided wine service and pairing suggestions, anticipated needs, and provided high quality service

Talent Placement Advisor – Oct 2019 to June 2021 (Remote March 2020 to June 2021)

Medix – Scottsdale, Arizona

- Nominated by leadership and completed Topgrading Trainer Certification program
- Trained in Client Sales Management, which included B2B sales, participating in requisition meetings and liaising between managers and executives of client companies and candidates
- Managed 1-4 scheduling coordinators to fill job openings; as well as managed, liaised, provided information, and problem solved for 50+ candidates throughout full cycle recruitment process, as well as throughout the contract
- Marketed opportunities and generated leads using HTML email coding and marketing strategies, SEO, job postings, and Social Media platforms
- Coached and terminated candidates at request of the client company and handled de-escalations when necessary

Certified Bartender / Certified Trainer / Hooter's Girl – Nov 2017 to Aug 2019

Hooter's – Scottsdale, AZ & Manhattan, NY

- Earned Employee of the Month in my 3rd month of employment for exemplary attitude, skills, and sales
- Nominated and completed training for Certified Bartender and Certified Trainer programs after 3rd month of employment
- Participated in various fundraisers and promotional events

* 2014-2017, Obtained Associate's and Bachelor's degrees, see Education Section above *

Marketing Assistant – Sept 2013 to Nov 2014

Giant Marketing – Tempe, AZ

- Created newsletters, blogs, and graphics
- Leveraged email marketing, HTML email coding, SEO skills for marketing campaigns
- Handled Facebook Paid Advertising campaigns and social media campaigns

EDUCATION & LICENSES

TIPS TABC: #8839027 Expiration Date: 07/06/2025

RBS ABC: #313421374 Expiration Date: 11/30/2025

Bachelor of Arts: Communications, Arizona State University – Tempe, AZ, 2017

- ♦ Communications major and Business minor
- ♦ Graduated Cum Laude with a 3.40 GPA, Dean's list at ASU

Associate of Arts: Communications, Maricopa Community Colleges – Phoenix, AZ, 2015