Zinnia Okwuosa-Lambert

Brand Ambassador

Austin, TX · zinnia.okwuosalambert@example.com · (512) 555-0144 · LinkedIn · Instagram

SUMMARY

Brand ambassador with 5 years of event, festival and in-store work for beverage, beauty and consumer tech brands. Ran 120+ activations, handing out 40,000+ samples and capturing 6,500 email sign-ups, and lifted in-store demo sales by an average of 35% on demo days. TABC-certified and comfortable leading small street teams.

EXPERIENCE

Lead Brand Ambassador — Hill Country Experiential Agency

Austin, TX · Mar 2023 – Present

- Lead 3-6 person teams at 45+ events a year for a sparkling water brand, sampling 900-1,500 cans per event.
- Captured 3,800 email sign-ups across 2 festival seasons with a QR game, about 30% above the client's target.
- Lifted unit sales by an average of 35% on demo days across 22 grocery stores, measured against the same weekday a month earlier.
- Post 3-4 stories per event to the brand's channels, with the client reposting 60% of them.
- Write a recap report within 24 hours of each event, with photos, sample counts and shopper feedback.

Brand Ambassador (Freelance) — Lone Star Promo Staffing

Austin, TX · Jun 2021 – Feb 2023

- Worked 70+ in-store demos and pop-ups for 9 beauty and tech brands, earning repeat bookings from 6 of them.
- Sold 210 wireless earbud units over 12 weekend demos in electronics stores, the highest of 14 ambassadors.
- Trained 8 new ambassadors on product talking points and setup for a skincare launch.

SKILLS

Activations: Product sampling, in-store demos, festival and campus events, pop-up setup and breakdown

Sales: Product education, upselling, lead capture, POS and inventory counts

Content: Instagram and TikTok stories, event photography, recap reports

Tools: Lead capture apps, Google Sheets, Canva, Square POS

CERTIFICATIONS

TABC Seller-Server Certification, 2024

Texas Food Handler Certificate, 2024

EDUCATION

B.A. Communication Studies, Texas State University, San Marcos, TX, 2021

Fictional example by FindAJobAI: the person, employers and numbers are invented.