



Olivia Mitchell

Alcohol Brand Ambassador

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(123) 456-7890 

Miami, FL 

[LinkedIn](#) 

Work Experience

KIND Snacks – Brand Ambassador

2020 - current

Miami, FL

- **Increased Instagram followers by 29%** within the first quarter of brand ambassadorship
- Promoted 14 in-store tasting events, which resulted in an average footfall increase of 48% during each event
- Utilized Oaky upselling techniques that led to an average increase of 19% in transaction value during promotional events
- Produced engaging FlexClip snack recipe videos, driving a 12% increase in website traffic
- Built relationships with 40+ store managers, resulting in a **15% increase in product placement opportunities**

Red Bull – Sales Representative

2017 - 2020

Miami, FL

- Utilized Tableau to identify market trends and customer preferences, **contributing to a 22% increase in sales effectiveness**
- Collaborated with the marketing team on ActiveCampaign to execute impactful promotional events, driving a 49% increase in foot traffic to partnered retail locations
- Introduced and promoted complementary products, leading to a 12% increase in cross-sales
- **Grew the customer account base by 42% in the 2022 fiscal year** through strategic customer engagement
- Negotiated contracts with 21+ vendors, which led to an average cost reduction of 13% in product procurement

Education

University of Miami – Bachelor of Science, Marketing

2014 - 2017

Miami, FL

Skills

Oaky; Google Suite; Google Analytics; Hootsuite; FlexClip; Tableau; Salesforce; Adobe Premiere Rush; Hashtagify; ActiveCampaign