

FIONA DUARTE

*Brand Ambassador
Lead*

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☎ (123) 456-7890

📍 Martinez, CA

🌐 [LinkedIn](#)

🐙 [Github](#)

EDUCATION

B.A.

Marketing

Fresno State University

📅 September 2008 - June 2012

📍 Fresno, CA

🎓 GPA: 3.8

Awards

- Excellence in Community Service (2011)
- Campus Spirit Award (2012)

SKILLS

- Brand Loyalty
- Social Media Campaigns
- Event Planning
- Collaboration
- Communication
- Leadership
- Positive Role Model
- Compassionate
- Authentic Attitude
- Sales

WORK EXPERIENCE

Senior Brand Ambassador

Jetty Extracts

📅 December 2020 - current

📍 Oakland, CA

- Implemented social media platforms, **amassing a following of 30K+ people across platforms, and maintaining 45% engagement rates**
- Organized community partnership events, enabling the establishment of 4 major product collaborations
- Educated 10K+ followers on social media on rosin extraction processes, resulting in a 5% rise in sales
- Organized 10+ local events, reaching audiences of 2K+
- Engaged with social media followers, answering 150+ questions and direct messages about the product line

Brand Ambassador

Inc Recruitment

📅 December 2015 - December 2020

📍 Pleasanton, CA

- Acted as the face of the company, learning the intricacies of 200+ products and answering questions
- Developed a strong community reputation for trustworthy product recommendations, amassing 550+ local Facebook followers for the Pleasanton branch
- Improved brand awareness by tabling events, resulting in a **125% increase in website visitation**
- Spearheaded brand ambassador training program, collaborating with 6 ambassadors to improve outreach strategies

Entry-Level Brand Ambassador

Madewell

📅 June 2012 - November 2015

📍 Fresno, CA

- Attended 3+ annual training events, improving trend awareness and product knowledge
- **Exceeded social media engagement targets by 35% by posting relevant, trendy stories and videos** 2-3 times per day
- Strengthened brand awareness on campuses, hosting Shop on Campus events that grossed \$20K in purchases
- Collaborated with 6 brand ambassador teams to host social media challenges, resulting in a viral social media challenge with the hashtag #madebymadewell