

TASHA GAITES

Brand Ambassador

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☎ (123) 456-7890

📍 Brooklyn, NY

🌐 [LinkedIn](#)

WORK EXPERIENCE

Brand Evangelist

Lakanto

📅 April 2019 - current

📍 New York, NY

- Developed and maintained deep knowledge of the Lakanto product line to **quickly make recommendations with 82% accuracy to prospective customers**
- Built grassroots campaigns on social media and through local events to raise awareness of the Lakanto line of natural food products and wellness topics
- Collaborated directly with customers through local events to build trust, selling over \$150k in product in 2021
- Increased combined social following by 67% through bolstered engagement, video content, and interactive stories
- Represented the Lakanto brand and personality in 4 countries and 38 states, including Hawaii

Brand Ambassador

DraftMate

📅 April 2018 - April 2019

📍 New York, NY

- Encouraged adoption of the sports-focused dating app by developing communities around sporting events and fitness
- Planned opportunities and ran 30+ watch parties for college and professional sports, leading to over 2,100 downloads of the app
- **Grew a social media following on Instagram to 12,000+** by creating posts around sports news and engaging directly with followers in comments and DMs
- Communicated with followers who were interested in DraftMate to answer any questions and ensure they had a high level of satisfaction while using the app

Campus Representative

Course Hero

📅 September 2014 - April 2018

📍 Pittsburgh, PA

- Grew a community of 375+ Course Hero users on campus via proactive outreach and attending student events for the largest student-led organizations on campus
- Managed an active social media presence on Twitter and Instagram with 3,500 followers specifically for Pitt students
- **Attracted more than 1,500 applicants to the Course Hero Sweepstakes**, exceeding the target of 400 applicants

CAREER OBJECTIVE

Outgoing and charismatic people person with more than 7 years of experience faithfully and successfully representing well-known brands. Excelling at building community and relationships with customers, existing and prospective, I am eager to accept a new challenge and bring this skillset to a startup like Statespace where my experience will yield exceptional results.

EDUCATION

B.A.

Communication

University of Pittsburgh

📅 2010 - 2014

📍 Pittsburgh, PA

SKILLS

- Social Media (Instagram, Twitter, Facebook, TikTok)
- Customer Support
- Relationship Building
- Customer Relations
- Microsoft Office (Excel, PowerPoint, Outlook)
- Digital Marketing
- Community Building