Sandra Thompson

Senior Brand Ambassador

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Senior brand ambassador with 6 years of experience in event logistics, retail partner management, and product sampling strategy across craft beverage brands. Added $4,370 in monthly reorder value by matching product pairings to each store's shoppers. Skilled in Microsoft Office, Eventbrite, Instagram, KPI reporting, and vendor coordination.

Professional Experience

Senior Brand Ambassador, Rapidan Creek Beverage Co., Waynesboro, VA
2023 – Present

- Managed 14 retail partners across 3 Virginia counties, coordinating in-store sampling schedules and promotional displays for a craft beverage portfolio.
- Executed an average of 11 events per month, including tastings, pop-ups, and festival activations drawing 130 to 275 attendees per event.
- Reduced event material shortages from 23 incidents per quarter to 9 by building a pre-event packing checklist and reorder calendar in Microsoft Excel.
- Suggested tailored product pairings to retail buyers based on store demographics, contributing $4,370 in incremental monthly reorder value.
- Transported, assembled, and disassembled booth structures and branded displays for outdoor festivals, completing setup in under 45 minutes per venue.

Brand Ambassador, Tye River Provisions LLC, Charlottesville, VA
2021 – 2023

- Grew the retail partner network from 6 to 12 stores within 18 months by presenting product performance data and sampling ROI to store managers.
- Coordinated 8 events per month, handling venue bookings, permit compliance, and day-of logistics with zero cancellations over a 14-month stretch.
- Provided product samples, coupons, and informational brochures to an average of 87 attendees per activation, generating 34 qualified leads per event.

Promotions Assistant, Rockfish Valley Market Group, Staunton, VA
2020 – 2021

- Assisted with setup and teardown of promotional booths at 6 events per month, cutting average breakdown time from 52 minutes to 38 minutes.
- Tracked event supply inventory in Microsoft Excel and flagged low-stock items 5 days before each activation, so restocks arrived before the event.
- Recommended specific product purchases to walk-in customers based on dietary preferences and seasonal trends, averaging 19 upsell conversations per shift.

Education

James Madison University, Harrisonburg, VA
B.B.A. Marketing
2016 – 2020

Key Skills

- Retail Partner Management
- Eventbrite
- Microsoft Office
- Inventory Tracking
- KPI Reporting
- Event Logistics
- Instagram
- Product Sampling Strategy
- Brand Messaging
- Vendor Coordination