

Sandra Thompson

Brand Strategist

Brand strategist with 12 years of experience building community partnerships, coaching field teams, and analyzing campaign performance using Hootsuite, Eventbrite, and Instagram. Delivered a 38% ROI on a $54,800 cross-market sampling campaign by aligning spend with audience density data. Skilled in KPI tracking and reporting, product demonstration, and cross-market campaign planning.

CONTACT INFORMATION

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KEY SKILLS

- Brand Strategy Development
- Community Partnership Building
- Campaign ROI Analysis
- Hootsuite
- Eventbrite
- Instagram
- KPI Tracking and Reporting
- Product Demonstration
- Cross-Market Campaign Planning
- Team Coaching and Development

PROFESSIONAL EXPERIENCE

Brand Strategist | Cranberry Creek Brands Inc., Marshfield, WI
2021 - Present

- Formed 7 community partnerships with local fitness studios, farmers markets, and arts organizations in one year, generating co-branded activations that reached 2,740 new consumers per quarter.
- Delivered a 38% ROI on a $54,800 cross-market sampling campaign by aligning spend with audience density data tracked in Hootsuite and Eventbrite.
- Coached a team of 8 brand ambassadors through weekly role-plays and KPI reviews, lifting average team demo conversion scores from 61 to 79 points on a 100-point rubric.
- Identified high-potential customer segments by analyzing Instagram engagement patterns and product trial feedback, shortening campaign planning cycles from 14 days to 9 days.

Senior Brand Ambassador | Plover River Consumer Group LLC, Stevens Point, WI
2016 - 2021

- Secured 9 community partnerships with regional event organizers and nonprofit wellness programs, adding $33,180 in co-sponsored activation value over 2 years.
- Raised campaign ROI from 24% to 31% by restructuring sampling routes and consolidating vendor contracts across 3 Wisconsin counties.
- Brought 4 new ambassadors up to full speed in 3.5 weeks instead of 6 by pairing each with a veteran for shadowing and scripted dry runs.
- Demonstrated and explained product features to prospective buyers at 247 activations, adjusting talking points to match local preferences gathered through post-event surveys.
- Improved team performance scores by 18% on quarterly evaluations by introducing a peer-feedback loop and standardized demo checklists.

Brand Ambassador | Wolf River Specialty Goods Co., Wausau, WI
2014 - 2016

- Ran sampling tables at events hosted by 6 downtown merchants and festival committees, reaching an estimated 370 attendees per activation.
- Instructed customers on product customization options and proper use techniques, answering an average of 53 questions per 5-hour shift.
- Collected and forwarded qualified leads to the sales team, averaging 41 contacts per event through one-on-one conversations and product trial sign-ups.

EDUCATION

BS in Communication: Professional Communication Option

University of Wisconsin-Stevens Point, Stevens Point, WI | 2010 - 2014