SS

Samuel Stewart

Lead Brand Ambassador

Experienced in live product demonstrations, lead qualification, and branded event activations across retail and community venues over 6 years. Raised the Instagram follower engagement rate from 2.02% to 3.41% by posting product tutorials and before-and-after content twice weekly. Skilled in competitor analysis, customer engagement surveys, and reporting with Microsoft Excel, Hootsuite, and Eventbrite.

Contact Information

(304) 555-0125

xavier.shah@example.com

Buckhannon, WV 12345

Education

BA Communication Studies, West Virginia University

Morgantown, WV | 2016 – 2020

Key Skills

- Event Setup and Display Design
- Lead Qualification
- Competitor Analysis
- Instagram
- Hootsuite
- Eventbrite
- Microsoft Excel
- Product Demonstration
- Customer Engagement Surveys
- KPI Reporting

Professional Experience

LEAD BRAND AMBASSADOR | ELK CREEK CONSUMER PRODUCTS LLC, BUCKHANNON, WV

2023 – PRESENT

- Scheduled an average of 19 in-home consultations per month by qualifying prospects at live demonstrations and booking follow-up visits within 48 hours.
- Raised the Instagram follower engagement rate from 2.02% to 3.41% over 5 months by posting product tutorials and before-and-after content twice weekly.
- Improved customer engagement scores from 71 to 89 on quarterly brand surveys by tailoring pitches to local buying preferences gathered through competitor research.
- Arranged and refreshed 4 demonstration areas per week at retail and event venues, keeping displays stocked and returning all items to assigned locations after each activation.
- Tracked lead data and consultation outcomes in Microsoft Excel, producing weekly reports that cut scheduling errors from 7 to 2 per month.

BRAND AMBASSADOR | TYGART CREEK WELLNESS GROUP, CLARKSBURG, WV

2021 – 2023

- Booked 11 in-home consultations per month on average by engaging attendees at weekend sampling events and collecting contact details on-site.
- Lifted the follower engagement rate on the company Instagram account by 28% over a 6-month content refresh using Hootsuite for scheduling and analytics.
- Studied 8 competing product lines each quarter and built comparison sheets that answered 3 of the top 5 customer objections before they arose.
- Set up and broke down branded displays at community venues in under 35 minutes, maintaining a clean, organized area throughout each 4-hour demonstration.

PROMOTIONAL ASSOCIATE | MONONGAHELA RIDGE MARKETING CO., WESTON, WV

2020 – 2021

- Generated 23 qualified leads per event by delivering product demonstrations and capturing attendee information using Eventbrite registration forms.

- Increased customer engagement scores by 11% across 3 retail accounts by revising sampling scripts based on shopper feedback collected during each activation.
- Maintained neat product displays throughout 6-hour shifts, restocking samples every 45 minutes and returning unsold inventory to designated storage areas.