Jason Adams

Brand Ambassador

Distributed 740 promotional items per month across retail locations and increased store foot traffic by 14% by executing weekly product sampling demonstrations at 3 high-volume retail locations. Brings 2 years of experience in product sampling, customer engagement, sales reporting, and event setup using tools such as Microsoft Excel, Microsoft Word, and Eventbrite.

Contact Information

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Ellensburg, WA 12345

Education

BA in Communication
Central Washington University, Ellensburg, WA
2020 – 2024

Key Skills

- Product Sampling and Demonstrations
- Microsoft Excel
- Microsoft Word
- Eventbrite
- Instagram
- Sales Reporting
- POS Systems
- Event Setup and Teardown
- Promotional Merchandise Management
- Customer Engagement

Professional Experience

Brand Ambassador | Yakima Bend Consumer Brands LLC, Ellensburg, WA
2025 – Present

- Increased store foot traffic by 14% over a 4-month period by executing weekly product sampling demonstrations at 3 high-volume retail locations.
- Distributed 740 promotional items per month, including sample pouches, branded merchandise, and discount cards, to shoppers during peak hours.
- Sold an average of $3,230 in promoted products per week by following brand scripts and adjusting talking points based on real-time customer feedback.
- Researched competitor products and pricing before each demonstration, compiling a 1-page comparison sheet that reduced preparation time to 25 minutes per event.

Promotional Associate | Kittitas Creek Specialty Foods Co., Cle Elum, WA
2024 – 2025

- Handed out 430 sample kits and coupons during weekend activations, generating an average of 47 leads per event for the sales team.
- Practiced product demonstrations before each shift and logged feedback in Microsoft Word, helping lift unit sales volume by 12% during promotional weekends.
- Maintained accurate daily sales records for 9 SKUs, reconciling receipts within 15 minutes of each activation close.