

Alana Effler

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To market products to consumers by assisting and directing properly by positively representing the brand.

EXPERIENCE

GMR Marketing, Jacksonville, FL — Brand Ambassador

AUGUST 2016 - PRESENT

Reference - Abby Kopp (904) 662.2546 - Manager at GMR Marketing

- Represent a specific brand and/or service
- Interacting with a targeted audience
- Report to brand managers and/or marketing directors
- Complete customer specific training prior to all events

Beth Sullivan, Professional Fashion Stylist/TV Host/Performer, Jacksonville, FL — Personal Assistant

MARCH 2016 - PRESENT

Reference - Beth Sullivan (904) 775.1211

- Collect customer data
- Handle book sales
- Photographer at events
- Help with event set up and break down
- Interact with attendees

Granite Transformations, Fleming Island, FL — Brand Ambassador

JANUARY 2017 - JULY

Reference - Tony Davis (904) 622.7458 - Owner of Granite Transformations

- Embody the core values of the company
- Frequent travel to trade shows and/or conferences
- Create buzz and drive traffic to the brand
- Attend training class prior to each event
- Interact with all customers at each event
- Schedule in-home consultations

EDUCATION

Liberty University, Online — Interdisciplinary Study, Associates of Arts

AUGUST 2015 - PRESENT

- Currently taking required classes to complete my AA degree
- Future classes for my Bachelor's degree will be in Digital Marketing and Advertising

SKILLS

Attention to detail

Leadership

Organized

Problem solving

Accept and learn from criticism

Flexibility and acceptability

AWARDS

DEAN'S LIST - Liberty University - 2015

SILVER CORD SERVICE HOURS - Douglas Anderson School of the Arts - 2015

NATIONAL JUNIOR HONOR SOCIETY -

2010-2011

JUNIOR THESPIAN -

2010-2011

CCTV TEAM -

2007-2008

SDC DIAMOND PIN -

2015

1 PLATINUM PLUS RIBBON -

2014

LANGUAGES

English

Douglas Anderson School of the Arts, Jacksonville, FL — *High School Diploma*

AUGUST 2011 - JUNE 2015

- Theatre Major
- Dance Minor
- Completed required basic and Advanced Placement classes for graduation