

Tao Ran (Terry) Liu  
647-865-6762  
terryaliceliu@gmail.com

### Relevant Experiences

2014

- Alcohol sampling brand ambassador for Luma Events. Independently worked alcohol sampling shifts at various LCBO stores in the GTA region. Provide alcohol samples and pamphlets to increase brand awareness and sales.
- Quaker oatmeal cookies brand ambassador. Encourage consumers to participate in tastings for three different flavours of cookies. Provide samples and brand knowledge. Create positive consumer experience in order to drive sales.
- Data collector and ambassador for Toronto Hydro for Chinese New Year Festival. Collect data of Toronto Hydro clients, encourage clients to sign up for a new energy-saving program and participate in games.

2013

- Brand ambassador for Nespresso Mall Tour. Demonstrate the use of Nespresso machines and encourage consumers to participate in the tasting of coffee. Drive consumers to appliance stores to purchase the product through tasting and notifying limited time offers.
- Brand Ambassador for Aeroplan "Departure Day" Distinction program activation on Dundas Square. Help clients sign up for contest online on iPad, inform the public of Aeroplan event, create hype.
- Brand Ambassador for IOGO yogurt. participated in events such as Rogers Cup and CNE to increase awareness of brand, encourage potential consumers to try various

samples and enhance product image.

- Ambassador for Oreo sundae give-away promotion for One Direction concert at Air Canada Centre
- Brand ambassador for Nestle's new product "Peelin' Pop". Responsible for handing out samples, inform consumers about the new product and interact with consumers through game to promote product.

2012

- Brand ambassador for Rogers at Chinese New Year Dragon Ball event. Worked in Metro Toronto Convention Centre throughout event. Interact with guests, introduce new Rogers phone plans, LTE phones and limited time offers. Involve guests with activities such as Chinese calligraphy and posing with ice sculpture.

2011

- Promotional ambassador for JH painters in the National Home Show in Exhibition place, Toronto. Represent the business, provide information and book appointments.