

ROSITA TAM

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OBJECTIVE

To obtain a promotional position to build on leadership skills and abilities

SKILLS

- Smart Serve certified
- Proficient in Microsoft Office programs

EDUCATION

The University of Western Ontario, London, ON September 2011 – Present

- Working towards obtaining a Bachelor of Arts degree

St. Augustine Catholic High School, Markham, ON September 2007 – June 2011

- Achieved the Ontario Secondary School Diploma (OSSD)

WORK EXPERIENCE

Brand Ambassador, Tigris Personnel May 2014 – Present

- Shuttled guests at the Canadian Tire Victoria Day SpeedFest
- Collected donations for the JumpStart charity
- Completed reporting and feedback of the event

Brand Ambassador, Vibrant Marketing April 2014 – Present

- Introduced DIAGEO to consumers at retail samplings
- Increased sales of DIAGEO products through education and sampling
- Met all shift objectives, including interactions, samples, and sales

Brand Ambassador, Mixer Inc. August 2013 – Present

- Sampled various alcohol products at LCBO tastings
- Demonstrated skincare products for the Simple brand
- Increased sales through attractive displays and demonstrations/samplings

Brand Ambassador, Influence Marketing August 2013 – Present

- Promoted event at various GoodLife locations
- Activated the Scion City Chases successfully by facilitating activities
- Ensured events ran smoothly and assisted where necessary

Brand Ambassador, Outlook Promotions June 2013 – Present

- Represented Chevrolet at various events, including at the CNE and Auto Show
- Engaged the public to participate in activities by giving out branded items
- Encouraged contest entries via data collection

Team Lead/Brand Ambassador, EventPro Strategies June 2013 - Present

- Represented different brands, such as Lincoln and Target
- Greeted guests and assisted with event setup/teardown
- Recorded employees' hours and ensured time sheets were accurate

Promotional Model, Girls of Glam March 2013 – Present

- Distributed wine samples at the LCBO, such as Bear Flag and Whitehaven
- Conducted on-site education and delivered key messaging
- Other events: CHIN Picnic, WorldPride, as well as go go dancing

Cosmetician, Shoppers Drug Mart December 2011 – Present

- Maximized and promoted sales of cosmetic products
- Identified customer needs and sells through demonstration and education
- Provided information on new or existing products, services, and promotions

Brand Ambassador, Simon Pure Marketing October 2013

- Collected data for Budweiser Crown
- Engaged with consumers in bar settings
- Conducted surveys to gather product feedback and offered incentives

Brand Ambassador, Events Marketing September 2013 – October 2013

- Engaged and created a buzz about the public auction for Assets Auction
- Handed out flyers and displayed event signage
- Relayed key messaging and answered questions

Brand Ambassador, Go Bee Industries September 2013

- Handed out Nestlé Coffee-Mate samples at Western homecoming game
- Engaged customers to generate awareness and excitement about the product
- Gained customer attention through exit sampling

Promotional Model, CMT Agency September 2013

- Greeted customers, gave out roses, and managed raffle at the Car Care Clinic
- Maintained a clean and welcoming atmosphere
- Filmed service areas and testimonials for the client, EasyCare

Brand Ambassador, ATN Promo July 2013

- Represented Pennzoil at the Tim McGraw concert
- Assisted with the Pennzoil VIP guest check-in
- Assisted with setup and teardown of all activation elements

Brand Ambassador, Wolf Promotions July 2013

- Represented Greyhound at the Beaches International Jazz Festival
- Raised awareness of new express service and informed people of the features
- Promoted the new bus line with a contest and giveaways

References Available Upon Request