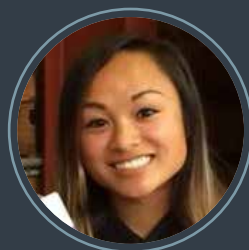




Ambassador Case Study



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Why did you become a Lyft Brand Ambassador?

This seemed like the perfect job for a college student. I was always fascinated by Lyft. Last spring, I took a social media class with an assignment where we had to go to a social media company and interview them. My partner and I took a day off to visit Lyft. That really peaked my interest. During my spring semester, I was looking for a summer internship to build my skills, and found out Lyft had an Ambassador program. I applied, and was hired!

What are your top 3 tips to hitting 10 activations?

1 Socialize. Go out and explore events, as well as companies. Pass out cards and create partnerships. I have personally targeted bars around San Francisco, because lots of people tend to drink and drive. I want to prevent that, so I've made some partnerships with a couple of bars. I gave them cards and coasters with their own personal code on them. You will be shocked how many people check out these cards and coasters!

2 Use social media. Technology is growing rapidly, and everyone is on social media -- even my mother! Post, but do not spam. Have fun with it by creating cool ads, or making it a game. This targets your friends, family, and all of your social media friends.

3 Be yourself. Smile, be creative, be funny, BE YOU! Rejection happens, but it's okay.

Brush it off and start over again. Go out of your way to accomplish your goals. I specifically made some Lyft "kandi," which are bracelets that are passed out at EDM events. I mean who wouldn't want a free bracelet?!

Why is the Ambassador Program a great opportunity for college students?

The Ambassador Program is a life experience. It is an opportunity to connect with new people every day, and to get your voice heard. This program helps college students get their foot in the door to work for a great company, and improve their personal, communication, marketing, and overall business skills. Lyft will teach you what you need to be ambitious, courageous, and motivational. Being part of Lyft will change your life completely.

Tell us something weird about yourself.

I love making crafts when I have free time!
[Here](#) are some lyft crafts I've made.

How many activations do you have? 10

How long have you been an Ambassador? 7 months