

Krystal's Promotions, Employment History, and Skills/Abilities

Promotions

March, 2009; Natural Products Expo West

Brand Ambassador/Sampler

Anaheim Convention Center

Distributed samples and information to consumers for an energy supplement called LavaGel.

Worked directly with the Hawaiian distributor, Lava Sports Inc. to increase product sales and brand awareness.

Staffing company: Distributor

September, 2008; Quiznos-Los Angeles Phase 1 Event

Team Lead

Los Angeles, California

Employed as the Team Lead for Quiznos In-Store Ongoing promotion. My duties included: supervision of staff members, coordinating, set up and execution of promotions with Store Manager. In addition to distributing premium items, discount coupons to local businesses and provided daily summary reports to management and client.

Staffing company: Attack! Marketing and Promotions

September, 2008; Wrigley's 5 Live Nation

Brand Ambassador

Long Beach, California

Employed as Brand Ambassador for Wrigley gum event at a local retail store. I passed out premiums, provided product information and interacted with consumers.

Staffing company: GC Marketing Service

August, 2008; Nickelodeon Teen Choice Awards

Promotions

Universal City, California

Employed as promotional talent to assist guests at Teen Choice Awards/Chris Brown Concert. I created brand awareness by distributing brochures to patrons and answering guest questions along with providing customer service.

Staffing company: Independent

August, 2008; Sunsilk

Brand Ambassador

Los Angeles, California

Employed as Brand Ambassador to demonstrate Sunsilk Product lineup. Provided customer service, coupons and demonstrated complete Sunsilk line of products answering questions and completing sales.

Staffing company: GC Marketing

August, 2008; Simon D-Tour Live

Brand Ambassador

Orange County, California

Employed for the 3 Day Simon D-Tour summer concert series that performed at various Orange County Malls, in Southern California? I promoted several sponsors including Coca-Cola, and the ABC Family network. Duties included, sampling Coke Products, assisting in games, registration, and contests.

Staffing company: In Field Promotional Staffing

July, 2008; QTips/In Shape Magazine/ Rimmel Makeup

Brand Ambassador/MUA

Los Angeles, California

Employed as demonstrator/makeup artist for Qtip Rimmel Cosmetics Promotion. I demonstrated make-up application tips found in In Shape Magazine and promoted the current issue.

Staffing company: GC Marketing

May, 2008; Wickes Furniture

Brand Ambassador

Gardena, California

Employed as a promotional model for \"Wickes Furniture\" to promote business, hand out flyers, and take pictures with patrons.

Staffing company: Adelante Live

April, 2008; Brick House Security CITI Wireless Show

Brand Ambassador

Las Vegas, Nevada

Employed as promotional talent during Security and Wireless Trade Show in Las Vegas. I demonstrated the accuracy and clarity of hidden and spy cameras and demonstrated the cameras features and wore hidden cameras as a product model to show patrons their features.

Staffing company:

January, 2008; MAGIC Show

Product Model

Las Vegas, Nevada

Employed as Product Model for at the bi-Annual Magic Fashion Show.

I modeled both clothes and shoes for current and upcoming designers.
Staffing company: Independent

January, 2008; Samsung CES Show

Product Spokesmodel

Las Vegas, Nevada

Employed as promotional talent for CES 2008 Samsung Pavilion booth. Directed convention guests and answered limited questions concerning product knowledge.

Staffing company: GC Marketing Service

July, 2008; Comic Con Convention

Brand Ambassador

San Diego, California

Employed as a Brand Ambassador for the Nintendo Wii game, *Da Blob*, during the Annual Comic Con Convention. I assisted customers with sampling game and distributed brochures and premium items.

Staffing company: Attack! Marketing and Promotions

April, 2008; Nintendo Wii

Brand Ambassador

Las Vegas, Nevada

Employed as promotional talent for a new Nintendo Wii Game. I assisted patrons in the Gaming Pavilion with trying the game, answered questions and distributed product literature. I also assisted with setting up event, and modeled as game character look-a-like.

Staffing company: US Concepts

November, 2007; Playboy Girls of Golf

Promotional Model/Caddy

Las Vegas, Nevada

Employed as promotional talent for Playboy's Girls of Golf Charity Tournament. I entertained guests, provided assistance and direction as well as some caddying on the Golf Course to my assigned V.I.P.

Staffing company: Independent

November, 2007; Desperate Housewives Promotion

Brand Ambassador

Pasadena, California

Employed, as a Brand Ambassador to promote the Desperate Housewives Season premiere. Provided, a complete day of pampering, massages, facials and manicures to attendees.

Staffing company:

October, 2007; Silk SoyMilk

Brand Ambassador

Long beach, California

Employed as promotional talent for Silk Soymilk. Participated in 5K Run/Walk. I handed out samples to participants along with set-up and breakdown of booth.

Staffing company: GC Marketing Services

October, 2007; Hennessy/Art of Mixing Academy

Hostess/ Promotional Model

Hollywood, California

Hired as a Hostess/ Promotional Model to represent Hennessy at an exclusive bartender targeted program connecting the nation\'s top bartenders with Hennessy V.S. to communicate heritage and mixability.

Duties include: passing featured cocktails on trays to guests, interacting with event guests, and answering questions. Staffing

company: Moet-Hennessy/Strategic Group

September, 2007; Bath and Body Works/Black Radiance

Brand Ambassador

Los Angeles, California

Represented the Black Radiance line of skin care products. My duties included working with manager for optimum exposure of product and assisting guests during promotion to sample the Bath and Body Works line.

Staffing company: GC Marketing Service

August-September, 2007; NASCAR/Tums

Promotional Model

Fontana, California

Employed as promotional model during Tums Labor Day Weekend NASCAR event. I handed out promotional items, helped out with the kidâs workshop, ran a NASCAR simulator and camera in the photo area.

Staffing company: Front Row Event and Production Management

August, 2007; Miller Beer

Promotional Model,

Los Angeles, California

Trained to hand out samples and promote Miller Beer Products. We were scheduled for local Los Angeles bars, clubs and local venues to meet with patrons, take pictures, and hand out premium items.

Staffing company: Greenhouse Agency, Inc.

August, 2007; Samsung Beyonce Tour

Brand Ambassador

Las Vegas, Nevada

Worked the Samsung Sound Lounge, an entertainment destination surrounding the Beyonce Concert. Responsible for the promotional area, red carpet, sound lounge, photo zone, and celebrity green room, and assisted consumers 1:1, with trying demo handsets. In addition, I promoted and wore gowns from Beyonce's House of Dereon Collection.

Staffing company: GC Marketing

August, 2007; Playboy Mansion theRichJerk.com,

Promotional Model,

Holmby Hills, California

Hired as a Model for a new website called theRichJerk.com as a promotional model for Launch Party at the Playboy Mansion. My duties included: taking pictures with guests, mingling with attendees at the event, and distributed information, created gift bags, and assist with product branding.

Staffing company: Simply Soirees Special Events

August, 2007; Dove \"5 Days to Beautiful Hair\"

Brand Ambassador

Los Angeles, California

Employed as promotional talent for Dove's new line of hair care products. My duties included working with manager for optimum exposure of product and assisting guests during 5 Days promotion.

Staffing company: GC Marketing Service

August, 2007; Brita Waters

Brand Ambassador

Palmdale, California

Represented Brita Water Filters in an in store Wal-Mart promotion where my goal was to increase sales targeted to a specific brand of the product line. I worked with manager for optimum placement and doubled expected sales goals.

Staffing company: Copper Tones, Inc.

August, 2007; NBC Health & Fitness Expo Brand Ambassador

Los Angeles, California

Employed as promotional talent. For the NBC Health and Fitness Expo. I passed out literature and gave information to consumers and

directed them to health testing stations.
Staffing company: The Right Staff

August, 2007; Baisden After Dark TV Talk Show

Promotional Model

Hollywood, California

Employed as talent/dancer for a segment on sexy dancer for your spouse or significant other. I was member of a group of ladies whom preformed rehearsed moves choreographed by show's guest.

Staffing company: Baisden Prodcutions

August, 2007; Ralphs Green Tea Promotion

Brand Ambassador

Gardena, California

Promoted Nestle Green Teas and Splash at the Ralphs event, My duties included: food sampling, customer interaction, break down and set up of product assets.

Staffing company: Acclaim Marketing

June, 2007; BET Awards/ Margarita King

Product Spokesmodel

Hollywood, California

Employed as a promotional model for Margarita King Drinks. My duties included providing product samples, signing autographs, taking pictures, and giving away prizes during contests. We also performed on stage and were featured on VH1 as part of BET Awards after Party Coverage.

Staffing company: Independent

June, 2007; Kandyland II Playboy Mansion

Promotional Talent

Holmby Hills, California

Employed as promotional talent and event spokes model, promote charity event for the Karma Foundation. My duties included taking pictures with patrons at event, providing eye candy and contributing to nights fund raising goals.

Staffing company: DASK Productions

Employment History

OBP LLC,

Los Angeles, California

Staff Production Assistant,

March 2007 ~ May 2008

- Assisted in development and production of commercial projects and obtaining production assets including filing permits, location resources and production expendables.
- Worked closely with the Associate Producer in hiring talent for commercial projects
- Assisted in the production of music videos, commercials and direct to video content

Pepsi Cola Bottling Group,
Los Angeles, California

Merchandiser, April 2005 ~ September 2006

- Performed product merchandising, store demos and processed marketing/sales data
- Assisted retail accounts with improving product sales, set orders, and inventory control
- Implemented special event promotions, handled pricing and event set up.

Casino Morongo

Cabazon, California

Casino Hostess/Server,

August 2004~February 2005

- Provided customer service, greeted customers,
- Worked with staff as a floater and filled in during staff shortages as Hostess and Server

Star Crest Productions,

Perris, California

Telephone Order Representative

March 2004~November 2005

- Worked in the telephone call and order center, completing orders and customer service
- Processed orders, cancellations, and billing all with complete voice clarity

Circuit City,

Moreno Valley, California

Merchandise/Sales Associate,

May 2002 ~January 2003

- Successfully balanced a full class load and a 25hour work week as a part-time associate
- Assisted with store opening, closing duties, inventory and daily floor procedures

-Providing excellent customer service and helped orient new store associates
Education

Fashion Institute of Design & Merchandising,
Los Angeles, California
Entertainment Fashion Design
January 2009
Canyon Springs High School,
Moreno Valley, California
College Preparation,

Skills & Abilities

Skills:

- Computer knowledge including Windows Vista, Proficient in MS Office, IE and Photoshop
- On-the-fly problem solver, who works well under pressure in a multitasking environment
- Good comprehension and communication skills, flexibility, punctuality and attention to detail
- Management/ Supervisory: including staff development, planning skills, team building
- Excellent written and verbal communication acquired via study and customer service work
- Four years experience in both face to face and phone based customer service
- Acting, In-Store Demonstrator, Market Research, Dancer, Photographer, Competitive Athlete