



# IRIS ELSTON

## BRAND AMBASSADOR

### PERSONAL PROFILE

With years of diverse experience and a proven track record of success, I am a creative and energetic personality who understands people, marketing, and brand identity.

### SPECIALIZATION

Public Speaking  
Marketing and Advertising Design  
Food/Beverage Sampling  
Runway, Fitness, & Product Modeling

### CONTACT INFO:

Mobile: 609-346-8814  
Email: ielston571@gmail.com

### SKILLS AND ABILITIES

- Working Spanish Knowledge
- Strong Communication Skills
- Professional Pole dancer & Aerial Artist
- Time Management Skills

### PROMO HISTORY

#### ON TOUR 24-7 PROMOTIONS

##### Brand Ambassador

- Display set-up/take-down/storage at major activations
- Collaborated with team leads to achieve client distribution goals.
- Employed photography skills for event documentation, including social media management

**Activations:** Budweiser Made In America Music Fest 2018 (UrbanStems), Big Barrel Country Music Fest (Starbucks), Hallmark Channel Countdown to Christmas 2021 & 2022

#### 8 DAYS A WEEK PROMOTIONS

##### Team Lead Brand Ambassador

- Managed staff of 30 BA's for major online gaming tournament
- Created time-sheets, sign-in's, delegated break hours & dismissals.
- Worked directly alongside client to ensure event success & staff preparedness: uniforms, full staff, full merchandise inventory, tasks assigned.

**Activation:** Overwatch League Grand Finals 2019

### OTHER RELEVANT EXPERIENCE

#### FOOD/BEVERAGE/LIQUOR

##### Sampling, Demos, etc.

Experienced in on-site cooking demonstrations inside grocery stores & similar locations. Able to engage with customers in tasting demonstrations involving liquor/alcohol/wine and employ relevant terminology. Experienced cocktail/hors d'oeuvres waitress. Already equipped with basic supplies: table/tablecloth, ice bucket, bottle opener, etc.

#### LUXURY SERVICE DEPARTMENT RECEPTIONIST

##### Land Rover Cherry Hill, 2023-2024

Employed as a receptionist & cashier in luxury dealership. Handled large sums of cash daily. Duties included phone switchboard operation, waiting room maintenance, and light conceirge duties for guests. Frequently in contact with celebrities & notable clientele.