



Erika Horning

Freelance Marketing Specialist

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Instagram <https://www.instagram.com/promogirlone/>

EDUCATION

- 2019 || Two-Day Excelling at Managing People Workshop
New York, NY
- 2019 || The Managing Priorities and Projects Seminar
New York, NY
- 2006 || M.A. Master of Arts || New York Institute of Technology
Old Westbury, NY
- 2000 || B.F.A. Bachelor of Fine Arts || Pratt Institute
Brooklyn, NY

SKILLS

- Brand Ambassador
- Creative Thinking
- Product Demonstrator
- Event Ambassador
- Photoshop
- Hootsuite
- Powerpoint
- Microsoft Word
- Marketing Skills
- Collaboration & Teamwork
- Time Management
- Graphic Design
- Microsoft Excel
- CRM
- Outlook
- Citrix

SUMMARY

Entrepreneur, Freelance Marketer Specialist, and Technology enthusiast who helps brands increase retention rates through Guerrilla Marketing, Demos, and social media to increase brand awareness and ROI.

EXPERIENCE

Liquor Off /On Premises Model

(3/22-Present)

- A variety of off-premises demos have been conducted in South Florida and New York in Walmart, Publix, Total Wine, ABC , Star Liquor, Thrifty Beverage Center and Liquor Direct.
- Team Lead
- Executed on-premises samplings for dedicated teams Bacardi, Budweiser, Modelo, and Heineken. Offering samples of liquor products to large groups, answer questions and deliver Brand experiences that engage customers and promote Brand Awareness.
- Demo recaps increased retention rate by 75% and customer loyalty by 100%. They also enable brands to identify and create demographic targeted data that resonates with their audience.

Dunkin Donuts Brand Ambassador

(3/22-Present)

- Dunkin Donuts Brand Ambassador for grand openings and festivals in South Florida and New York City Markets.
- Enhanced customer experience to draw consumers to Brands footprint. encouraging participation through activities and games,Keep crowds under control, distribute swag, and offer samples to drive customer loyalty and obtain earned media for social platforms.
- Increase brand awareness by 100%
- Engaged audience to ensure KPIs and ROIs were met.

Event Ambassador

(3/22-Present)

- BA for Florida Blue Art festival West Palm Beach.
 - BA for Untitled Art tent at Art Basel conference for Chase Client Services.
 - BA for Fisher investments conference.
 - BA for Florida Blue Jupiter ,FL art festival.
 - Event Ambassador for Puma at F1 Racing
 - Salesforce NYC World tour
 - Cisco Miami Convention Center
 - Cisco VIP Party Fountain Blue Hotel
 - AWS Summit NYC
 - Event Ambassador for Veuve Clicquot at Hudson Waterfront
 - Team Lead for Success Academy Brooklyn/Queens market Flying event.
- Produce a customized service experience for everyone which is a key component of excellent customer service . Bring excitement and interest to obtain earned media for social platforms .which is a key component to increase foot traffic.
- Emmanuel Temple NYC dedicated team
 - As a member of the Goldman Sachs events dedicated team, I serve as a mic runner ,registration desk and coat check for seminars.

Technical Hair Model

(3/15-Present)

- Model for Farouk Chi Systems Hair Cut /Color model at the IBS show in Jacob Javits Center.