

ADREAONAH WILKES

Brand ambassador

PROFESSIONAL SUMMARY

Versatile Brand Ambassador with extensive experience in customer interaction and event management, proficient in creating engaging and informative environments. Skilled in collaborating with nutrition experts to highlight product advantages, maintaining organized event spaces, and leveraging feedback for product development. Dedicated to fostering positive customer experiences and upholding brand integrity through knowledgeable and enthusiastic representation.

EMPLOYMENT HISTORY

BRAND AMBASSADOR

2024 - Present

Goya Foods

- ◆ Distributed product samples at a promotional event, engaging customers with friendly, informative conversations to raise brand awareness.
- ◆ Collaborated with a licensed nutritionist to communicate the product's health benefits and answer customer questions.
- ◆ Set up and maintained visually appealing display tables that attracted foot traffic and encouraged interaction.
- ◆ Collected customer feedback and provided insights to the team to support future marketing and product improvements.

FULFILLMENT ASSOCIATE

Feb 2022 - Feb 2025

Amazon

Stone Mountain, Ga

- ◆ Ensured precision in order fulfillment and inventory management, enhancing warehouse operations
- ◆ Improved picking efficiency, regularly exceeding daily targets
- ◆ Collaboratively resolved shipment issues, ensuring punctual deliveries
- ◆ Implemented analytical inventory tracking and sorting methods, minimizing distribution bottlenecks

CHILD CARE PROVIDER

Apr 2018 - Mar 2020

KinderCare

Ft. Wayne, IN

- ◆ Engaged customers at events, distributing product samples and sparking interest
- ◆ Partnered with a licensed nutritionist to highlight health benefits of products
- ◆ Ensured booth environment was clean and visually appealing
- ◆ Collected and reported customer feedback, aiding product development
- ◆ Maintained a positive brand experience through in-depth product knowledge

ASSISTANT STORE MANAGER

Jan 2018 - May 2019

Sears

Mishawaka, IN

- ◆ Managed brand representation at events, facilitating customer engagement and sample distribution
- ◆ Worked with a nutritionist to educate the public about product benefits
- ◆ Ensured clean, visually appealing booth displays
- ◆ Gathered customer feedback to support product development and outreach
- ◆ Maintained professionalism and product knowledge to create positive brand experiences

EDUCATION

BACHELOR OF SCIENCE

Aug 2021 - Dec 2026

Georgia State University

Atlanta, GA

GPA: 3.6/4.0

Relevant coursework:

- ◆ Molecular Biology
- ◆ Human Anatomy & Physiology
- ◆ Biochemistry

SKILLS

Event Management, Product Knowledge, Nutritional Awareness, Feedback Analysis, Brand Representation.