

# Shavonne Moorer

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## Summary of Qualifications

Experienced and dynamic Experiential Marketing Specialist with over a decade of success in brand activation, event management, and consumer engagement. Proven track record in building brand loyalty, driving consumer awareness, and managing high-impact events. Strong communication, problem-solving, and organizational skills, complemented by event technologies and team leadership expertise.

## Education

- **Specs Howard School of Media Arts** – Certificate of Achievement, January 2016 | Southfield, MI
  - **Oakland University** – Bachelor of Arts in Communications, December 2008 | Rochester, MI
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## Professional Experience

### Thunderchild

#### *Docent*

November 2024 – Present

- Interact with guests as the first point of contact of the exhibit, including:
  - use the Fever ticketing platform for ticket scanning and Square for ticket sales
  - ability to answer questions about the subject matter
- Direct guests throughout the exhibit and photo op station
- Assist with line management and guest flow ensuring proper flow of traffic
- Commitment to the excellence of guest interaction, safety, and overall guest experience

### Beats by Dre Consumer Behavior & Market Analysis Externship

#### *Consumer Insights & Market Analysis Internship*

December 2024 - Present

- Developed a deep understanding of research questions for a client in the audio industry by applying analysis frameworks and AI prompting.
- Delivered a comprehensive survey solution, utilizing Google Forms and automated chatbot tools, to gather targeted customer data.
- Leveraged qualitative and quantitative data analysis, including visualization techniques in Google Sheets, to uncover actionable insights into Gen Z trends, behaviors, and preferences for audio devices.
- Synthesized findings and presented them through a data dashboard and structured presentations to effectively communicate insights.

### 2020 Companies

#### *Chromebook Sales Specialist / Field Manager / Sales Rep / Campus Ambassador*

December 2017 – November 2024

- Increased product sales through effective brand demonstration and interactive consumer engagement strategies.

- Trained and supervised a team of 10 brand advisors weekly, developing their product knowledge and consumer interaction skills.
- Utilized Salesforce and Workday to track sales data and streamline reporting.
- **Key Campaigns:** Best Buy – Harman/JBL (2017); Sams Club – My Home Renovator (2018-2019); Dell – Campus Ambassador, Michigan (2020); Chromebook (2024).

### **ATN Event Staffing**

*Brand Ambassador / Event Manager*

*September 2017 – Present*

- Led and managed the flow of various high-profile events, ensuring seamless execution from setup to breakdown.
- Assigned and coordinated team roles, managed on-site logistics, and optimized consumer engagement tactics.
- Conducted product and service demonstrations, generating interest and providing detailed consumer education.
- Compiled post-event reports including photo documentation, consumer feedback, and key outcomes.
- **Notable Campaigns:** Target United Cup, Kia NBA Activation, Simon Malls – National Outlet Shopping Day, Jack White Concert – Yondr.

### **Foundation Management, LLC**

*Event Specialist*

*April 2022 – December 2022*

- Supported end-to-end event execution, including check-in, setup, and on-site troubleshooting.
- Utilized tools like Eventbrite Organizer and Ticket Scanner for efficient attendee management.
- Contributed to successful large-scale event activations focusing on guest experience and brand representation.

### **Independent Contractor**

*Brand Ambassador / Product Specialist / Event Manager*

*August 2003 – Present*

- Represented multiple brands at public events, providing brand knowledge, product demonstrations, and promotional giveaways.
- Leveraged social media, mobile advertising, and on-site engagement to promote client brands.
- Established and maintained relationships with clients, fostering repeat business and referrals.

### **The Word Network**

*Master Control Operator*

*October 2014 – August 2017*

- Managed and monitored broadcast operations, ensuring seamless transmission and high-quality output.
- Adjusted promotional slots, updated playlists, and configured satellite frequencies to meet scheduling and content requirements.
- Operated and maintained Beta systems for digital and hard copy program distribution to clients, ensuring timely delivery and compliance with broadcast standards.
- Collaborated with engineering teams to troubleshoot technical issues, maintaining uninterrupted broadcasting.

- Demonstrated expertise in real-time problem-solving and system optimization under tight deadlines in a 24/7 production environment.
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## Achievements & Professional Involvement

- **Co-Chair of Events** – The Ultimate Ladies Night
  - **Founding Member** – The Gathering Spot
  - **Public Speaker & Member** – Black Speakers Network
  - **BOSS Member** – The Boss Network
  - **Member** – Black In Events
  - **Member/Correspondent** – Media Girls Network
  - **Contributor** – Black Excellence Society
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## Technical & Professional Skills

- **Event Management:** Expert in managing live & virtual events, set-up/teardown, touring, brand activations, leadership, train/manage team, recap reports of events, timesheets and consumer interactions.
  - **Client Relations:** Logistics, case management, benefits, coordination, brand strategy, sponsorship, client database, planning, stakeholders & partnerships.
  - **Tools & Platforms:** Salesforce, WorkDay, HubSpot, Rackspace, Eventbrite Organizer, Ticket Scanner.
  - **Marketing & Promotion:** Social media marketing (Facebook, Instagram), Point-of-Sale coordination.
  - **Production & Operations:** Media/Broadcast production, beta system operations.
  - **Public Speaking:** Podcaster, host, motivational/workshop speaker, panelist.
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## References

- Kenata Martins, [tvmovie1@gmail.com](mailto:tvmovie1@gmail.com), Phone: 313-461-4285
- Sanders Bryant, Email: [sandersbryant@gmail.com](mailto:sandersbryant@gmail.com), Phone: 313-461-2090
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