

Vinneva Flynn

New York City Metropolitan Area
vinnevaflynn@gmail.com
(347) 858-6314

SUMMARY

Seeking a role as a Model, leveraging extensive experience in promotional modeling, runway, and brand representation across multiple industries to enhance brand presence and audience engagement. Committed to delivering exceptional results through versatility, professionalism, and a passion for visual storytelling.

EXPERIENCE

THE ALLURE AGENCY | MIAMI, FL

2023 - Present **Promotional Model/Brand Ambassador (Freelance)**

- Represented high-profile brands, including Air Jordan and Fanatics Fest, at events with over 2,000 attendees, driving brand awareness and engagement.
- Greeted and interacted with approximately 200 guests daily at Air Jordan activations, fostering a welcoming atmosphere and promoting brand loyalty.
- Distributed 300+ branded prizes and giveaways at Air Jordan events, enhancing guest interaction and ensuring memorable experiences.
- Directed attendees to Air Jordan activation footprints, contributing to a 15% increase in on-site traffic and engagement.
- Assisted with loading and unloading event supplies at Fanatics Fest, ensuring efficient setup and breakdown for seamless event operations.
- Responded to event-related inquiries from over 500 guests per day at Fanatics Fest, enhancing attendee satisfaction and providing exceptional service.
- Collaborated with event staff to maintain brand consistency, successfully achieving event objectives and exceeding client expectations.
- Supported large-scale activations at Fanatics Fest, contributing to a 30% increase in guest retention and repeat attendance year-over-year.

PUSH MODELS | NEW YORK, NY

2024 - Present **Brand Ambassador (Freelance)**

- Represented brands like Dell Tech Forum and Big Bounce America, enhancing attendee experiences and promoting event success.
- Greeted and interacted with over 300 guests daily at the Dell Tech Forum, providing a professional and welcoming first impression.
- Directed attendees to the brand activation footprint and other key locations at the Jacob Javits Center, improving navigation efficiency by 25%.
- Assisted with the registration process for private meetings, ensuring seamless scheduling for over 50 participants per day.
- Guided over 500 guests per event day to appropriate areas at Big Bounce America, enhancing venue flow and minimizing crowding.
- Ensured the safety of families on all rides at Big Bounce America, overseeing an average of 150 participants per session.
- Distributed equipment to over 200 guests daily at Big Bounce America, facilitating smooth transitions between individual sessions.
- Collaborated with event organizers to maintain a safe, engaging, and organized environment, contributing to a 20% increase in guest satisfaction ratings.

NEW GROUND PROMOTIONS | NEW YORK, NY

2024 – Present **Off-Premise & On-Premise Sampler (Freelance)**

- Represented luxury brands like Moet Hennessy and Remy Martin, enhancing brand awareness at events.
- Greeted and engaged with over 100 customers per activation, creating a welcoming environment.
- Sampled premium drinks, including Belvedere 10 and Remy Martin 1738, tailored to customer preferences.
- Educated 50+ customers per event on product details, including flavor profiles and pairings.
- Captured photos of 30+ customers sampling or purchasing products to support brand promotions.
- Drove a 20% sales increase through engaging product demonstrations at off-premise events.
- Provided neat samples of Hennessy VS to 80+ guests per shift at on-premise activations.
- Collaborated with venue staff to ensure smooth operations and maintain brand standards.

ASSIST MARKETING | NEW YORK, NY

2024 - Present **Brand Ambassador (Freelance)**

- Registered 12,000+ guests at the Tony Robbins Summit using a QR code scanner, ensuring efficient event entry and smooth logistics.
- Directed attendees to key areas of the venue and answered event-related questions, enhancing guest experience for over 1,000 participants daily.
- Collected survey data from 500+ attendees at events like Chase Dave Matthews Concert and iHeartRadio Jingle Ball, incentivizing participation with gift cards.

AIR FRESH MARKETING | NEW YORK, NY

2024 - Present **Brand Ambassador (Freelance)**

- Distributed flyers and promoted Buffalo Wild Wings' deals, driving brand awareness.
- Shared promotional offers with 200+ guests, boosting sales by 70%.
- Directed guests to the activation footprint, increasing on-site engagement.

CURVEWEAR | NEW YORK, NY

2022 - 2023 **Plus-Size Fit Model (Part-Time)**

- Modeled Fall/Winter '22-23 outfits in photoshoots, contributing to a 25% increase in website traffic and engagement.
- Assisted with style sessions for upcoming collections, providing feedback to ensure product fit and design alignment.
- Promoted Curvewear collections on social media, resulting in a 15% growth in brand following and engagement.

EDUCATION

2020 **Bachelor of Fine Arts, Magna Cum Laude**
SYRACUSE UNIVERSITY | SYRACUSE, NY

- Major: Fashion Design, Economics

SKILLS

- **Modeling Skills:** Runway, Editorial, Promotional, Commercial, On-Camera
- **Brand Engagement:** Product Demos, Brand Activations, Guest Interaction, Social Media
- **Posing & Movement:** High-Fashion, Lifestyle, Athletic, Expressive Storytelling
- **Industry Knowledge:** Fashion Trends, Styling, Castings, On-Set Collaboration
- **Tools:** Adobe Creative Suite, Zoom, Microsoft Office, Social Media Analytics

CERTIFICATIONS

- 2021 Business Essentials Certificate