

Donna Williams

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I have always been a people person. I love to meet new people and to be a part of new projects. I am a team player, but have no problem being a leader as well. I am professional, dedicated, and have a great sense of humor. I am pro-active and take direction very well. I have worked in sales for 10 years. I am also an actress which helps me to be articulate. I am strong in a crowd and at public speaking. I would be very excited to be a part of your team and will give it my all. –Donna Williams

Promotional Work Experience:

Production Assistant for the Cleveland Renaissance Medical Convention

- Preparing product packets for the convention guests
- Having literature prepared and acquired for promotional packets
- Setting up displays and readying seminar rooms
- Directing guests to their desired locations
- Breaking down the show
- Repacking inventory for shipment to the next show
- Documenting inventory present and inventory needed

Product Sampler for Frito Lay

- Setting up promotional displays for Frito Lay
- Drawing in and engaging the public with the promotional items and products
- Explaining the new products
- Approaching and interacting with the public
- Getting people excited about the event and the products
- Breaking down the show and repacking for the next event

Brand Ambassador for Allstate Insurance

- Becoming knowledgeable with the environmental needs
- Being able to speak intelligently about the environment
- Explaining Allstate's "Go Green" program with the public and Allstate's insurance policy
- Being able to speak astutely about Allstate and their programs
- Distributing 7 different types of environmentally friendly promotional items with knowledge
- Setting up promotional items at public events, different venues as well as gorilla promotions
- Approaching, engaging, and exciting the public with Allstate's Go Green promotion

Brand Ambassador for Jeep at the Cleveland Auto Show

- Promoting excitement and smiles about Chrysler Jeeps
- Product knowledge
- Tabulating the flow of the guest riders
- Assisting the public in their ride experience
- Compiling signatures of attending guests
- Assuring safety and proper height requirements
- Keeping crowd enthusiasm high
- Stimulating public curiosity
- Answering product questions

Event Manager for Toyota at the Cleveland Sports Show

- Setting up promotional area for the show
- Receiving, counting and displaying inventory for the promotion
- Product knowledge of the client's line of vehicles
- Educating Brand Ambassadors on the Toyota line of vehicles
- Drawing the public in to experience Toyota's products
- Creating excitement about the promotion
- Passing out promotional products to the public
- Informing the public with the different amenities of the Toyota line
- Photographing the event and public interaction for the client
- Maintaining the vehicles for optimal show
- Recording employee hours and public count
- Breaking down the show and repacking inventory for shipment
- Completing final paperwork for the run of the show

Promotional Model for State Farm Insurance

- Organizing promotional items
- Creating excitement about State Farm Insurance
- Creating anticipation for the Cleveland Indians' opening day
- Drawing in the public while raising interest in State Farm Insurance
- Handing out five different promotional items to the public
- Demonstrating street team enthusiasm

Brand Ambassador for Amp Energy Drink

- Creating display settings for Amp Energy Drink
- Enticing future Amp Energy drinkers with the product
- Answering product questions
- Interacting with the public and engaging them in product conversation
- Restocking supplies for product placement and distribution
- Creating excitement and a buzz in our location for Amp Energy Drink

Brand Ambassador to T-Mobile Cleveland Grass Roots Event

- Demonstrating the new T-Mobile Shadow Phone
- Passing out “Bling Kits” for cell phone cleaning and decoration
- Answering questions about T-Mobile contracts
- Handing out coupon incentives for the T-Mobile Shadow Phone
- Organizing and packaging products for promotional distribution
- Generating curiosity and enthusiasm for T-Mobile’s Shadow Phone
- Crowd interaction and entertainment
- Gorilla distribution and promotion

Brand Ambassador for Adult Swim and Battlefield

- Unload and set up display and set up electronics for guest interaction
- Place promotional swag throughout the venue to ensure public viewing
- Take promotional pictures of the event
- Entice the crowd to approach the demo on the flat screen t.v.
- Answer guest questions in regards to the new Battlefield game for X-Box 360 and PS3
- Sign persons up for a mailing list to receive information from this company
- Dismantle and repack display items and electronics for the next show

Brand Ambassador for L’oreal, Skin Genesis

- Set up display area with L’oreal products
- Engage the public to capture their attention to the product
- Encompass full knowledge of Skin Genesis for demonstration and any questions
- Track the demographics of the crowd
- Log any comments to aid the company with marketing decisions
- Breakdown the display area
- Fill out final paperwork for the promotion wrap up

Promotional Model for TLC’s The Singing Office

- Excite and inform the audience about a new show by TLC, The Singing Office
- Coordinate with Q104 FM radio station for the run of the event
- Fill out proper forms with pre-qualified singers for the contest
- Encourage and obtain new singers for the contest of the evening
- Ensure all contestants had the proper credentials for the event
- Track the contestants and their songs for the judges
- Hand out promotional items for The Singing Office
- Help out with crowd enthusiasm and enjoyment of the event
- Tear down the event and re-pack for shipment

Brand Ambassador for Tim McGraw and KC Masterpiece Event

- Roaming photographer to engage Tim McGraw fans to have their photos taken
- Achieve excitement about the concert and photo opportunity
- Take pictures of the fans in front of a Tim McGraw backdrop
- Track the number of photographs taken
- Distribute claim tickets to the fans to retrieve their photos
- Attract the concert goers over to the KC Masterpiece's games and photo area
- Break down event
- Re-pack photography equipment and claim tickets for the next event

Promotional Model for Twisted Tea Tour

- Travel from location to location and set-up Twisted Tea display
- Interact with the consumers to heighten awareness of the brand
- Distribute samples of Twisted Tea and premiums to those of age
- Create excitement and enjoyment for the product and our event
- Track the amount of samples handed out
- Distribute free branded promotional items
- Educate the public on the product and all of the different style of Twisted Tea available for purchase
- Breakdown the promotional area and head off to the next location

Product Specialist for the Toyota Tundra Construction Tour

- Become educated and well versed with all the details for the entire Toyota Tundra line
- Pick up the Toyota Tundra, stock it with premiums
- Travel out of state, driving the Tundra to the various locations
- Meet with Toyota dealerships everyday and educate their salesmen on our promotional objectives
- Lead Toyota salesmen into various construction sites for truck display, interaction and demonstration
- Produce interest and enthusiasm for the Toyota Tundra line
- Generate leads for the salesmen
- Giveaway premiums to all of the public that we gathered around the trucks for discussion
- Document all giveaway amounts per site and track the amount left for that day
- Take pictures and video of interactions with potential clients and upload everyday to headquarters
- Track all comments and observations made per site and upload daily to headquarters
- Demonstrate strong knowledge and skills to the Toyota district managers that joined for observation
- Purchase supplies daily to replenish what was given away on the day
- Track all receipts and purchases for promotional company
- Return the Toyota Tundra truck back to headquarters in one piece

Promotional Model for Blue Moon

- Set up promotional area in downtown Cleveland, Ohio
- Ready the premiums for giveaways
- Educate myself on the different types of Blue Moon products
- Educate the public on the different types of Blue Moon products
- Excite the community about the client
- Interrelate with the target audience and create a buzz
- Break down the promotional area and re-pack for future event

Brand Ambassador for Walgreen's Take Care Tour

- Set up display at new venue daily
- Register participants for the free health screening
- Perform Bone Density test on the public
- Record all data from the tests into hand held computer
- Explain results to the participants
- Help guide them through the health screening process
- Package informational packages to future guests
- Tear down and reset for the next day

Brand Ambassador for Verizon Wireless Card Stunt

- Check in all the event staff
- Assist and inform public attending the event in the designated seating area
- Explain to the attendees of the event what the stunt is and how to perform it
- Encourage excitement and enthusiasm for the event stunt
- Ensure all the seats are filled for execution due to lack of participants at the time of stunt
- Help implement the event at the Cleveland Cavaliers Game for commercial use

Brand Ambassador for Stouffers Easy Express Tour

- Build and set up event
- Register employees for the various competitions available to them
- Tally their points and add to their score sheets
- Hand out gift bags with certain amounts of swag depending on their scores
- Encourage healthy competition among the employees
- Explain the benefits of Stouffer's Easy Express
- Tear down event and repack for the next city on the tour

Brand Ambassador for Barbi Cares Charity Event

- Arrive at demonstration site and acquire product
- Assemble demonstration table, standee and charity box
- Collect Barbi dolls for donation
- Inform public of Mattel's charity event and program
- Educate the public and attending children on the process and reasons for the donations
- Encourage the children and parents to bring in their Barbis for ill children in hospitals
- Encourage photos to be taken with the Barbi standee
- Present free digital print coupon
- Giveaway free Barbi Cares recycle bags and mini-catalogs
- Secure shipping box for the donated Barbis
- Break down the event and complete all necessary paperwork

Brand Ambassador for the Seinfeld Mobile Tour

- Set up free standing display of the show's characters
- Set up golf game
- Prepare inside of the bus for guests
- Welcome visitors into the bus for their Seinfeld experience
- Package promotional items for the guests
- Distribute promotional items to the guests
- Sign them up for giveaways
- Challenge their knowledge of the show
- Attract attention and encourage excitement for the experience
- Repack all promotional items and reset the bus for the next stop
- Tear down outside displays and reset on the tour buses

Brand Ambassador for the Army Strong Tour

- Prepare the event site for the public's enjoyment
- Run the "dog tag" event booth
- Enter identification information into the computer to match up the person with their registration
- Operate machinery to produce the dog tag I.D.
- Complete the swag presentation process
- Interact with the public, aide them in their enjoyment; guide them to their next adventure
- Maintain and clean the machinery
- Clean the area and breakdown the event for their next show

Brand Ambassador for Carlsberg Beer; two varieties promoted

- Set up event table with products, sampling cups, signage and table toppers
- Record product inventory amount at the start and end of the event
- Educate the costumers on where and how the products can be best used (parties, dinners, weddings)
- Promote brand awareness
- Promote sales of the featured products
- Track number of sales along with the amount of samples handed out
- Let the public know we charge for the sample and ask for a valid ID
- Record customer opinions and comments about the products
- Record who was most interested in the product via demographics
- Track the number of people spoken with about the products
- Take pictures of the display and the event
- Break down event table and turn in money raised per sample charge to the client
- Complete a recap report of the event with all of the statistics and photos

Brand Ambassador for Easter Wine Event; 3 varieties promoted

- Set up event table with products, sampling cups, signage and table toppers
- Record product inventory amount at the start and end of the event
- Educate the costumers on where and how the products can be best used (parties, dinners, weddings)
- Promote brand awareness
- Promote sales of the featured products
- Track number of sales along with the amount of samples handed out
- Let the public know we charge for the sample and ask for a valid ID
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- Take pictures of the display and the event
- Break down event table and turn in money raised per sample charge to the client
- Complete a recap report of the event with all of the statistics and photos

Brand Ambassador for Jose Cuervo Golden Margarita; 3 varieties promoted

- Set up event table with product, sampling cups, signage and table toppers
- Record product inventory amount at the start and end of the event
- Educate the costumers on where and how the products can be best used (parties, dinners, weddings)
- Promote brand awareness
- Promote sales of the featured products
- Track number of sales along with the amount of samples handed out
- Let the public know we charge for the sample and ask for a valid ID
- Record customer opinions and comments about the products
- Record who was most interested in the product via demographics
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- Take pictures of the display and the event
- Break down event table and turn in money raised per sample charge to the client
- Complete a recap report of the event with all of the statistics and photos

Brand Ambassador for Leinenkugel's Beer; 3 varieties promoted

- Set up event table with product, sampling cups, signage and table toppers
- Record product inventory amount at the start and end of the event
- Educate the costumers on where and how the products can be best used (parties, dinners, weddings)
- Promote brand awareness
- Promote sales of the featured products
- Track number of sales along with the amount of samples handed out
- Let the public know we charge for the sample and ask for a valid ID
- Record customer opinions and comments about the products
- Record who was most interested in the product via demographics
- Track the number of people spoken with about the products
- Take pictures of the display and the event
- Break down event table and turn in money raised per sample charge to the client
- Complete a recap report of the event with all of the statistics and photos

Brand Ambassador for Smirnoff Ice Fiesta Flavors; 2 varieties promoted

- Set up event table with product, sampling cups, signage and table toppers
- Record product inventory amount at the start and end of the event
- Educate the costumers on where and how the products can be best used (parties, dinners, weddings)
- Promote brand awareness
- Promote sales of the featured products
- Track number of sales along with the amount of samples handed out
- Let the public know we charge for the sample and ask for a valid ID
- Record customer opinions and comments about the products
- Record who was most interested in the product via demographics
- Track the number of people spoken with about the products
- Take pictures of the display and the event
- Break down event table and turn in money raised per sample charge to the client
- Complete a recap report of the event with all of the statistics and photos

Brand Ambassador for Bordeaux Wine; 4 varieties promoted

- Set up event table with product, sampling cups, signage and table toppers
- Record product inventory amount at the start and end of the event
- Educate the costumers on where and how the products can be best used (parties, dinners, weddings)
- Promote brand awareness
- Promote sales of the featured products
- Track number of sales along with the amount of samples handed out
- Let the public know we charge for the sample and ask for a valid ID
- Record customer opinions and comments about the products
- Record who was most interested in the product via demographics
- Track the number of people spoken with about the products
- Take pictures of the display and the event
- Break down event table and turn in money raised per sample charge to the client
- Complete a recap report of the event with all of the statistics and photos

Brand Ambassador for Wii Sports Resort

- Be fully knowledgeable of the new Wii Sports Resort video game
- Have knowledge of the new accessories and how they work
- Inform the public about the cost points and packages
- Attend a four hour training session
- Attract and engage the public to try the new Wii games
- Welcome guests the “the island” promoting the new Wii, fun and relaxation
- Explain the new technology and all that the games have to offer
- Demonstrate all 12 games
- Distribute premiums
- Ensure all in attendance are having fun!

Brand Ambassador for the Toyota Indiana State Fair

- Become educated and well versed with all the details for the featured Toyota line
- Setting up the promotional areas for the show daily
- Drawing the public in to experience Toyota’s products
- Informing the public the different amenities of the Toyota line
- Co-host the Pine Car Derby event with the local Boy Scouts
- Set up Pine Car event area and maintain it throughout the day
- Assist the children with building their vehicles
- Run Pine Car races for the children
- Assign duties to the scouts for the event
- Giveaway premiums to all of the public that participated in Toyota’s “Test of Strength” event
- Track all giveaway amounts per day
- Creating excitement about the promotion
- Maintaining the vehicles for optimal show

Brand Ambassador for Sweetest Day Wine Event

- Become knowledgeable with the Rosa Regale Wines
- Set up event table with product, sampling cups, signage and table toppers
- Record product inventory amount at the start and end of the event
- Encourage sales of the product
- Educate the costumers on where and how the products can be best used
- Promote brand awareness
- Track number of sales along with the amount of samples handed out
- Let the public know we charge for the sample and ask for a valid ID
- Record customer opinions and comments about the products
- Record who was most interested in the product via demographics
- Track the number of people spoken with about the products
- Take pictures of the display and the event
- Break down event table and turn in money raised per sample charge to the client
- Complete a recap report of the event with all of the statistics and photos

Brand Ambassador for Dove Masterbrand

- Set up display area per client design with five different products
- Create awareness and educate the shoppers on product features and benefits
- Help members figure out what product will work best for them
- Encourage sales of all the different products
- Ensure that Costco has the product available and attainable for demo as well as guest purchase
- Track sales of all five products
- Record comments from the shoppers
- Take pictures of the display
- Breakdown display
- Share recorded sales, comments and pictures of the event with the client

Brand Ambassador for the Hannah International Road Show

- Encourage consumers to come over and enjoy the five different ethnic foods for sampling
- Educate the public on what the different food products were
- Alert them that this is a Road Show meaning the product is not a permanent item in the store yet
- Advise consumers to make their wants of the products known to customer service
- Encourage sales of the products
- Keep track of how much product we are using for demo
- Obtain, through Costco purchase, enough products to demo
- Record comments and delights from the consumers
- In contact with Client throughout all the days of the event with numbers, comments and future sales
- Bridging relationships for the client with potential large orders of their products
- Making sure everyone was having fun, sharing smiles
- Complete daily reports of the four day event
- Was requested by client to work the same event at another location for an additional four day event

Brand Ambassador for COPD Event

- Educating the public on the signs of COPD
- Engaging passerby and initiating a questionnaire based test for COPD
- Accompanying participants to the health physician on site for additional advice
- Encouraging all persons in the surrounding areas to visit our footprint and meet our celebrity guest
- Tracking the amount of traffic and tests taken
- Distributing swag and event materials
- Assisting in set-up and tear down

Chevy Ride and Drive In Vehicle Host for the Cleveland Auto Show

- Receive informational training on the Chevy vehicle line
- Being knowledgeable on all vehicles present for the Chevy Ride and Drive
- Providing highline product information on assigned vehicle to participants
- Explain and demonstrate vehicle options
- Answer consumer questions of the vehicles
- Help facilitate the event for participants to drive Chevy vehicles
- Assist participants to and from the vehicle of their choosing
- Ensuring safe conduct is followed by drivers
- Ensuring the safety of both the driver (public) and the rider (staff)
- Recording the number of participants per vehicle per day
- Tear down of the event

Product Specialist for Nissan Commercial Vehicle NTEA Trade Show

- Receive extensive training on the new Nissan Commercial Vehicle
- Work the grand unveiling event of the Nissan Commercial Vehicle
- Unveil vehicle for press
- Assist press through the footprint
- Answer all questions pertaining to the new vehicle for all 3 trim levels
- Not releasing any trade secrets nor any unapproved additional information
- Demonstrating vehicle specialties
- Engaging all in attendance
- Collecting consumer leads for Nissan via an electronic handheld device
- Distributing swag to participating leads
- Securing the safety and integrity of the displays throughout the event
- Rotating and having knowledge of all stations
- Securing alterations for trade show wardrobe
- Dry clean and return wardrobe, along with all receipts, to headquarters at end of show
- Completing all trade show reports and hotel critique

Representative/Brand Ambassador for Lucky Clover Road Show

- Full line product knowledge of Lucky Clover jewelry
- Passing testing of product knowledge
- Engaging consumers about the product
- Assisting consumers in their purchase choices
- Answering consumer questions about various products in the jewelry line
- Assist in obtaining revenue goals
- Replenish sold items keeping display neat and stocked
- Tracking sales of items
- Gift wrapping jewelry for consumers
- Inventorying all items
- Tearing down display
- Repacking jewelry for shipment for future shows
- Attaching proper UPS labels and preparing items for shipment
- Completion of paperwork