

# Redd Ali

Brand Ambassador

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## EXPERIENCE

### **CAI Cosmetics, New York — *Brand Ambassador***

September 2017 - PRESENT

Cosmetic brand for beauty.

### **Skinny Coffee Club — *Brand Ambassador***

October 2017 - PRESENT

Weight loss drink.

### **ShopCodeRedd, Saint Louis — *Brand Ambassador/Stylist***

July 2017 - PRESENT

Customized fashion and accessories.

## EDUCATION

### **Ritenour High School, Saint Louis — *Diploma***

August 2006 - MAY 2010

### **Regency Beauty Institute, Saint Peters — *CA Cosmetology***

August 2010 - June 2011

## SKILLS

Develop ways to improve the company. In the field and sees the day-to-day activities, able to identify issues and trends that people embrace. Make useful suggestions and improvements for the benefit of the brand and consumer engagement. Social media is the number one networking tool.

## Objectives

- Activated and engaged customers
- Analyzed business needs
- Collaborated with sales manager on account planning and activation
- Communicated new developments with cross functional team
- Conducted staff trainings to ensure that the brand is properly represented
- Created and fostered relationships with key stakeholders
- Created unique marketing plans based on business needs
- Dove sales with trade focused educational programs that were both brand and category specific
- Engaged store personnel and educated them on the features and benefits of the product to increase brand awareness
- Helped identify opportunities within designated account universe
- Identified & secured venues for product display (Trade shows, festivals & retail)
- Interacted with clients to promote brand
- Maintained confidentiality and remained open to ideas
- Performed competitive research to enhance business plans
- Promoted market growth and profitability by generating interest

- Recruited, Trained, Motivated & Led staff of junior brand ambassadors
- Reported market activities and trends on a daily basis