

Grizelda (Zelda) Quintana
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Marketing Independent Contractor, seeking employment in the Marketing and Promotional Industry as management, recruiter, and field management, on site management, event management, tradeshow management, tour management, account management or the like. Outgoing, multitasking can lift over 50lbs at a time, attention to detail, reliable, personable. Most of the contracted works I get through the agencies require me to Skype, Face Time or conference with my employers.

Over 10 years experience in management, account management, customer service, merchandising, market research, sales, events, field management, on site management, team lead, road shows, secret shopper, event modeling, trade shows, emcee, radio personality, set up and break down, tech and acting.

Skills: Google sheets, Word, recaps, Excel, accounts payable, accounts receivable, admin work tech: I pad, camera usage, smart phone capture, set up tech and break down tech, Sales, training, recruitment, team building, management over 15 at a time, merchandising, planograms, resets, stock, buyer, market research, secret shopper, photographer, event displays, on premise and off premise liquor promotions, TABC certification, DL, clean driving record, clean record, insured, spokes model, emcee, actress, commercials and voice overs.

Harley Davidson both locations Duke City and Thunderbird Marketing and events coordinator duties: Key Responsibilities

Grassroots marketing events and advertising campaigns, responsible for communicating stores promotions to staff, social media branding, creating ad campaigns, and organize offsite events. Networking and collaborating with local community clubs, businesses and charities. Gathering customer information, tracking and measuring success of events and promotions through before and after action plans. Creating, editing and uploading videos to social media...i.e. YouTube, Facebook, Instagram etc., MS Office, presentation, event planning, communications, advertising and lead capture.

Flowers Foods Baking Co. New Mexico Field Marketer Duties: Key Responsibilities

Manage marketing for company and provide business expansion opportunities to retail vendors, manufacturers, store managers, and distributors by providing apt marketing solutions. Create general awareness about a product, business, or service and connecting the buyer and the seller on the same platform. Represent the organization while demonstrating its products and services, and act as a liaison between the buyer and the seller. Undertake marketing activities like promotions, POS, sales, and marketing. Informing the customers about various methods of advertisement, explaining how POS and promotions will help their business. Helping with business exposure. Present products and services in an effective manner, and providing them with detailed information on estimated cost and expenditure of products / services. Obtaining specific information about the clients' needs regarding problems affecting their sales, detailed information on products and services offered by them, specific business practices like discount offers, seasonal sales, etc., offered by them, and other business practices followed for managing effective sales presentations and assistance accordingly. Preparing sales presentation and product display details. Developing new accounts accordingly. Preparing various promotional plans for sales and marketing purpose, and inform customers of available options to provide samples. Collaborating with the organization officials, sales department staff, and Identifying new market for business, developing new contacts for business expansion, attending sales meetings, industry trade shows, and training seminars for sharpening skills and expanding the network of contacts in the business meetings accordingly

Green Thumb Agency/Contract ZAM-Zumbida Account Manager Miller/Coors Duties:

Activation: Build & maintain positive business relationships & communication with distributors, account owners, and staff. Gather account list distributor independent, and community marketplace focus on growing existing accounts assist in development & implementation of strategic sales plans evaluate and give recommendations pertaining to accounts, setup and breakdown for activations Independent, and community marketplace participate in weekday, evening, and weekend promotions, and assist with special events on site presence: ROI quality control, retail relationship, specials/displays, troubleshoot monitors competitor's pricing, product placement & displays, develop and maintain sales materials & current product knowledge, Input recap findings & reviews their team's recaps in the portal, purchase supplies beer, ice, food, etc. ensure brand cultivators know channel do's and don't & engage in brand info, as well as communicate and push specials age verification ensure consumers are 21+ merchandising Follow up on leads resulting from field activity. Manage account services through quality checks and other follow up Introduce and selling new brands and packages including activities to support sell through **Post Activation** reconciliation of cash cards with receipts review & approval of payments, update account list gather key findings/communicate with MC/distribution team manage program budget monthly recaps review and approve per activation after action recap Ship out all POS, event materials and displays back to Green Thumb Agency.

Cardenas Marketing/Contract

Chelada Bud, Montejo, Modelo Field Manager Duties: Activation: Bilingual activations, on premise and off premise event management, team building, hire, train brand ambassadors, recaps, team payroll, setup and break down event, maintain POS, create promo calendar, photo capture, maintain good account relations, brand talking points, customer service, retail relationship, trouble shoot, purchase supplies, age verification ensure consumers are 21+, manage program budget, update account list, gather key findings, go to market strategizing.

Tinseltown Ent. LLC/Contract Telcel Market Manager OSM Duties: Activation: Bilingual activations, promotional demonstrator, pass out promotional items, mingle with consumers, take photos with consumers, sample products, etc., increase demand for the product. Product/service knowledge, maintain good account relations, recruit, train and motivate all brand ambassadors, recaps, payroll admin, photo capture, event set up and break down, maintain POS, Ship out all POS, event materials and displays back to Tinstletown.

GMR Marketing/Contract Christus Health Field Manager NM State Fair Duties: Activation: Bilingual activation, utilize technology throughout the footprint, set up and tear down each activation day, manage BA's, schedule BA's weekly and daily, recaps, photo capture, maintain all POS, stand and walk for hours at a time, load and unload items as needed throughout the two week duration, maintain good communication between State Fair management and team.

Best Reps/Contract

Dannon Products, Danone, Danonino, DanUP Market Manager Duties: Activation: Recruit, train and maintain contact with all BA's during activations, utilize technology during event, stay in contact for troubleshooting as needed or if needed, maintain all POS and activation materials for each activation, chart map and mileage for each BA, recaps and all admin for each event, Account relationship, schedule, payroll, photo capture, ship out all POS, event materials and displays back to Best Reps.

Two Dots Productions/Contract

Tagast Pit Bull Concert Field Manager Norwegian Cruise Line promo Duties: Activation: Manage BA's in concert setting, set up and tear down display, tech usage and maintain, trouble shoot as needed or if needed, maintain POS, schedule for both Albuquerque and El Paso concerts, maintain and transport event display and merchandise, account relationship, mileage for travel from NM to Texas, photo capture, recruit BA's for Albuquerque and El Paso, recaps and all post admin. ship out all POS, event materials and displays back to Two Dots.

Victory-Agency/Contract

Rex Goliath Wine Crew Field Manager Record time sheet and recaps for each event, set up display and breakdown, photo capture, maintain routing sheets for the week, product knowledge, answer questions about brand, sales, maintain account relations, order new merchandise as needed, give out promotional items, customer service, locate product and merchandise product for display.

Market Star/Contract

Soda Stream Market Manager demo and events Duties: Activation: Set up and break down, self manage hours, recaps, admin, track sales, map and mileage, Check in and out of each demo location, photo capture, maintain good relationship with demo accounts, answer all demo questions, product knowledge, demonstrate product, pass out samples as per health code, give out event promotional items, merchandise as needed all items as they sell, stock and rearrange display in store, order products as needed.

Fuse Event Marketing Group/Contract

Frito Lay Dorritos Dinamita Field Manager 2017 Warped Tour Duties: Activation: Manage promo team for the day, stand and walk as needed throughout activation day, keep up outgoing attitude toward participants and team, set up, maintain and tear down display and event merchandise, tech usage, trouble shoot if needed.

Dixon Golf/Contract

Dixon Golf challenge Market Manager commission salary Duties: Activation: Close Dixon Challenge events each day on calling mode, represent Dixon Golf at the Dixon Challenge events, coordinate Dixon Challenge events closed by others, hire and train representatives, manage all inventory, track progress of all events, recaps, deposits of all monies collected at the events, process orders for logo balls, track success of representatives, recruit, train and motivate new reps in territory, travel as needed around territory, raise money for charity organizations, receive, track and maintain all event giveaway items.

24Seven/Contract

National Train Day Amtrak Field Manager Duties: Activation: Set up and break down foot print, work with children and help maintain good communication with all participants, manage team for the day, refresh all marketing merchandise as needed, stand for the hours needed, keep area visually presentable and functional, work well with all participants, photo capture.

Event Pro Strategies/Contract

Ford's Warriors in Pink Event Team Lead Duties: Activation: Set up and break down, ramp up the fight against breast cancer, raise awareness, pass out collectable swag for the event, maintain foot print, lead by example with all team, customer service, answer questions, stand full duration of event.

Self-Management in store events: All events below have been self managed events I have performed for the following companies as a solo independent contractor. I do all recaps, photos, customer service, maintain my event merchandise, set up and tear down all event displays and items, report my hours, product knowledge, all talking points, maintain professionalism as I represent the company and agency, Skype, training calls, mileage reports, buy products as needed with company card, dispose all items after that need to be disposed, product sampling, hand out products, operations.

1. **Action Events** / Oreos 100th Birthday celebration inside Walmarks one day event
2. **Fusion Staffing** / Cheetos in store Smiths and outside Plaza three day event
3. **GT Events** / Clear Shampoos and Conditioners outside Walmart stores two day event 4. **Front Row** / Davina Latina Events inside Walgreens two day event
5. **GTE Marketing** / Suave Shampoo give away at Walmart two day event
6. **Extreme Marketing and Promotions** / Ponds BB Cream inside Target one day event 7. **Affinity Models** / Modelo Beer sales Costco ongoing
8. **Lynne C&Company** / Axe Peace event inside Walmart two day event
9. **Preston** / L' Oreal Advanced Haircare & Haircolor inside Walmart one day event
10. **Kimberly Clark** / Product launch outside Walmart stores one day event
11. **Big Orange** / Dove inside Walmart stores two day event
12. **Big Orange** / Vasaline Walmart in store events two day event
13. **Big Orange** / Centrum Vitamins in store Walmart events three days

Brand Ambassador Promotional Modeling work: Help set up and break down event platform, distribute marketing items, product knowledge, share key points, keep an up beat attitude, work under the direction of the event manager, sales, tech as needed for photo booth if need be or I pad use for collecting attendee information, maintain good communication, stand and walk for hours needed, team building event duties, help as needed, help with costume character, get involved with attendees in games, answer questions, maintain professionalism at all times.

Jack Daniels events on premise and off premise events Promotional model TABC certified

Adelante Live Comcast Xfinity Promotion outside tech event.

Set up and breakdown, troubleshoot, tech, upbeat attitude, stand for hours, interact with games, pass out event promotional items.

Gail and Rice Drive Time Albuquerque Car Show In car host for Chrysler three years in a row Check in and registration for two years

Desert Jewels Model Team: 1. Audio Air promotion as spokes model

2. Player XT Sandia Casino High Stakes Golf Tournament 3. Runway Charity

GC Marketing-NM Chili Bowl with Gildan Brand ambassador three day event leading up to the Chili bowl games

Chrysler Color Run brand ambassador promotional model

Push Models TourEvent Of Champions Tour Santa Ana Casino promotional model

Method Models Pepsi Next Challenge Tour promotional model

Push Models Kid Rock Tour Concert promotional model

Affinity Models Corona Extra promotional model

TBS Promotions Monster Jam Artisan bread giveaway brand ambassador

Ace High Marketing Balloon Fiesta Gildan giveaway brand ambassador for the full duration of the one week event hours began at 5:00am thru to 10:00PM

360 Events Remington Uta stores spokes model brand ambassador demo and product knowledge

Ascent model agency Budwieser Made in America Tour promotional model

In Field Promotions Paco Ridge golf Chrysler event promotional model

Ascent Promotions Festival Event Verizon Hispanic Heritage Promotional Model Folklorico character in costume

Red Peg Marketing Geico Balloon Fiesta Promo model brand ambassador for the full duration of the Balloon Fiesta 5:00am thru to 10:00pm

CEA staffing Kip Moore Concert Tour Team lead promotions model

To include to my experience in marketing, promotions and events, I am an actress, voice over artist, background actress, fashion model, runway, editorials, commercial modeling, etc. I have an acting resume on my IMDB account. www.imdb.me/zeldaquintana

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