



# JADE JOHNSON

Philadelphia, PA  
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Field Marketing Specialist with over eight years of experience. Manifested success in running experiential, touring, and guerilla marketing campaigns whilst implementing marketing strategies that have pulled in a 200% increase in qualified leads. Proficient in content, social media, photography and inbound marketing strategies. Skilled, creative and innovative.

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## WORK EXPERIENCE

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### Assistant Tour Manager

01/2022 to 03/2022

Too Far Media  
East Coast

- Traveled outside home market, lead set up and breakdown
- Carried up to 50 pounds (heavy book boxes)
- Managed staff timesheets, staff breaks and distribution goals
- Drove Cargo Van / Box Truck,
- Captured quality pictures and completed recaps
- Managed picking up equipment from warehouse on a weekly basis
- Traveled in rented vehicle with Manager to remote locations

### Field Representative

02/2020 to Present

Vita Coco  
New York

- Travel up to a 100 mile radius, visiting stores, executing guerilla sampling, events, demos
- Build out displays and replenished stock
- Manage scheduling and inventory,
- Complete recaps, captured quality pictures
- Drove company van during promotional missions
- Upkeep company vehicles and storage units

### Merchandise

03/2019 to 11/2019

Crossmark  
Philadelphia, PA

- Created monthly schedules and routes for store visits, visiting 4-6 stores per day
- Worked with management on changing out and new setting plan-o-grams

- Conducted on-site training and audits on Verizon products/materials, updated and up-kept plan-o-grams within stores as well as carried out resets
- Established relationships with staff and aided sales staff on proper sales and activation of Verizon via point of sales protocol

### **Tour Manager**

03/2017 to 11/2017

Mosaic Sales Solution

N.E Reigon

- Managed and trained 6 brand ambassadors
- Shipped and received large kits that includes all event equipment, up-kept storage unit
- Managed kids activity, food grilling, food sampling, photo taking, & other product sampling/distribution  
Responsible for all field reporting, photos, & receipt reconciliation

### **Team Lead**

06/2016 to 04/2018

Core Water

Philadelphia, PA

- Researched events and locations beneficial to Core s Demographic
- Loaded and unloaded product into the vehicle daily, up-kept the cleanliness of the vehicle as well and storage unit and inventory and created weekly schedules
- Implemented full product knowledge and understanding of product benefits Trained and led 5 brand ambassadors

### **Senior Brand Champion**

07/2014 to 10/2017

Brand Champion Marketing

N.E Reigon/ Midwest

- Set-up and tore down event foot-print and managed the run of show and social media activity
- Managed inventory and sold merchandise
- Created recaps, captured quality photos of events, approved and submitted time sheets
- Managed and lead a team of 10 brand ambassadors
- Traveled between 5 states, drove company s vehicle and promoted the brand at various festivals, air shows and retail stores

### **Assistant Tour Manager/Spokesperson**

03/2013 to 10/2013

Marketing Werks

Nationwide

- Set-Up and breakdown of a trailer experiential activation
- Trained and managed on-site local temp staff
- Created recaps on events including key learnings and photos
- Media spokesperson for in-studio and event interview opportunities including broadcast and print Shipped weekly crew packs that included photo and video memory cards, crew time sheets and expense reports as well as event set-up and tear down

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## SKILLS

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Brand-building knowledge, Self-motivated, Budgeting, Logistics, Cash Handling, - 10+ years

Customer Service, Team Lead, Organization, Great Morale - 10+ years

Microsoft Office, Adobe Photoshop, Wordpress, Social Media - 10+ years

Plan-o-grams, Resets, Teamwork/Collaborations - 10+ years Journalism, Public Relations, Photography, Video - 10+ years

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## EDUCATION

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### **Pennsylvania State University**

Bachelor's

Communications in The Arts and Sciences

PA

12/2021