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# EDEN HENDERSON

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## PROFESSIONAL SUMMARY

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Well qualified and world traveled industry professional with over a dozen years of expertise in driving awareness, enhancing image and promoting brand growth through creative and organized marketing initiatives, research, customer service, social media and real life presence to meet and exceed company goals.

Strengths include communication skills, event hosting, deep knowledge of visual arts, social media and brand influence with potential customers through friendly conversation and informative engagement.

Skilled in working under pressure and highly adaptive to new situations and challenges to best enhance the organizational brand and overall experience.

Speaks and understands conversational Italian.

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## SKILLS

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- Maintaining high energy and overall appearance
- Tradeshow expertise
- POS Transactions
- Quickly adaptable to high paced environments
- Hospitality
- Content Curation
- Visual Merchandising
- Trade Show Coordination
- Prompt, reliable and detail oriented
- Influential and Persuasive
- Beverage sampling, coupon and product distribution
- Critical Thinking
- Socially Perceptive

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## WORK HISTORY

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**Promotional Brand Ambassador**, 02/2003 to Current

**Various** – New York, NY, Las Vegas, Miami

- Communicated product information with confidence and educated consumers about well known and emerging products alike.
- Increased brand awareness and educated potential customers through event marketing, guerilla marketing, mobile glass bus tours, auto shows, in store product demonstrations, sales and brand promotion.
- Assisted with opening and closing breakdown tasks to maintain clean, neat and professional store or activation area.
- Conducted consumer surveys and gathered demographic data on purchasing habits for use in branding efforts.
- Acted as face of brand at retail events, sampling opportunities, and televised promotional events at multiple locations.
- Functioned as team player by working with other members to deliver sampling goals while maintaining a friendly attitude at all times.
- Identified key high-traffic, consumer-centric locations within tradeshows to deliver brand awareness and

implement sampling or sales opportunities.

- Demonstrated respect, friendliness and willingness to help wherever needed.
- Maintained energy and enthusiasm in some of the fastest-paced environments in the world.
- Communicated successes, competition trends, deals, product introductions, potential accounts, resets and demo opportunities via recaps.
- Contributed to social media content documenting brand's impact in on market.
- Approached strangers and interacted in natural conversation with goal of developing brand loyalty, escorted patrons to areas of interest and assisted with navigation in large internal spaces.

***Clients include : Sony, Maybelline, Sephora, GQ magazine, NASCAR, Sirius XM, Conde Nast, Gran Marnier, Godiva, Target, Dunkin Donuts, Dancing with the Stars, American Express, Yondr/Kevin Hart comedy special, IBA conference, NBA, Pepsi, Art Basel Miami***

**Background Actor, 02/2003 to Current**

**Various – Nationwide, Nationwide**

- Acted in several productions, from indie projects to globally renowned television series, performing alongside various well-known actors and actresses.
- Studied and rehearsed roles from scripts to interpret and memorize lines and cues.
- Learned scripts to understand characters' relationships and develop role interpretations, and to successfully portray characters in dramas and comedies.
- Performed humorous and serious interpretations of emotional actions and situations, using body movements and gestures in non speaking roles.
- Met with production director to discuss poses, movements and persona to portray.
- Displayed ability to improv and create my own story within another story.

***Clients include : Sex and the City, MTV's Boiling Points, First Wives Club Miami, Sarasota Bounty Hunters***

**Fashion Model, 06/2001 to Current**

**Runway – Nationwide, Nationwide**

- Demonstrated ability to quickly change from one outfit to another while staying aware of hair and makeup.
- Sat for long hours to allow makeup and hair artists to prepare show looks.
- Glided down runways effortlessly in heels up to six inches and posed for designers, photographers and videographers.
- Rehearsed cat walks and special choreography in preparation for high profile fashion exhibits.
- Opened and closed shows as the designers' featured model.

***Clients include : Project Runway, Baby Phat by Kimora Lee Simmons, Rip the Runway, Indashio, Andres Aquino, Pet fashion week, Lemington Ridley, MacMillan, F.A.R. couture, Galit bridal couture, Tracy Ellen, Bernard Moore, NYFW***

**Fashion Model, 01/2001 to Current**

**Print – Nationwide, Nationwide**

- Maintained high levels of professionalism in hundreds of shoots.
- Expressed the energy of a character to portray, or exuded my own as a muse for artists and seasoned photographers.
- Maintained readiness for all jobs by keeping up with proper self-care, positive body image and effective stress management strategies.

- Promoted products and services by posing for commercials, live art exhibits and photo shoots.
- Kept up with personal hair, skin and nail grooming to cut down on wait times for makeup and styling.

**Clients include :** *Levis, Major Model Management, Cosmo Magazine, Ellegirl, Tresemme, BG magazine, S magazine, C-Heads magazine, Complex magazine*

**Home Health Aide, 04/2017 to 10/2020**

**United Healthcare – Queens, NY**

- Assisted patient with dressing, grooming and feeding needs, helping to overcome and adapt to mobility restrictions, and ensure maximum comfort levels.
- Promote round the clock mobility assistance with activities like walking, exercising, bathing, bathroom and nutritional needs.
- Provided transportation to medical and personal appointments, assisted with physical therapy in office and continued at home to increase independent function and strength.
- Created nutritional plans to prepare optimal meals keeping dietary restrictions and preferences in mind at all times.
- Encouraged patient to participate in safe physical activity to help boost mood and improve overall wellness in a safe and trusting environment for care.
- Administered medication as directed by physician.
- Coordinated daily medicine schedules and administration to help client address symptoms and enhance quality of life.
- Transported client for medical and personal outings.
- Documented vital statistics and coordinated with health care providers.
- Improved patients' comfort with excellent hospitality, massage, nail cutting, hair grooming, baths and application of topical treatments.

**International Fashion Model, 01/2007 to 08/2013**

**Various – Italy, London, Santo Domingo, Mauritius**

- Modeled in both precarious wilderness and luxury locations to endorse high fashion products and makeup services.
- Promoted products by posing for commercials, magazines and photo shoots.
- Modeled garments such as dresses, coats, boots and swimwear in new and unknown locations, sometimes without speaking a word of the language but still able to understand and communicate through art.
- Posed and strutted to demonstrate high quality, style and design.
- Collab to create art with world class photographers, painters and sculptors.

**Clients include :** *Cosabella, Soniavilla, L'inea Intima magazine, Sitelli Leather, BG magazine*

**Event Caterer, 03/2004 to 02/2006**

**NYC Catering – New York, NY**

- Engaging guests and celebrity attendees with a friendly demeanor and maintained a harmonious and secure environment for patrons.
- Observed federal and local kitchen safety regulations to prevent food borne illnesses and cross contamination.
- Cleared dishes and glassware quickly following each course with efficiency and atmosphere awareness.
- Replenished banquet stations and verified food temperatures and cleanliness of service areas.
- Transported meal and beverage trays from kitchen and bar areas to serve guest tables while

communicating with event coordinators and facility management to obtain appropriate catering accommodations.

- Cultivated positive guest relations by managing information and orchestrating speedy seating.
- Assisted FOH and BOH staff with preparing for events to coordinate smooth execution to maximize guest satisfaction.

***Events include : IFC film festival, Oktoberfest, Culinary Arts Festival, Howard Stern's Birthday Bash***

**Restaurant Waitress** , 01/2005 to 01/2005

**Applebee's Grill + Bar** – New York, NY

- Maintained detailed knowledge of specials and currently available items to provide guests with informative menu options.
- Performed dining room sanitation tasks such as spill cleanup, table sterilization and removal of apparent waste or refuse.
- Sustained calm and congenial manners during communications with angry guests, directing disgruntled clients to appropriate managers.
- Completed credit and cash payments to finalize order transactions.
- Performed specialized alcoholic beverage services such as bottle openings and chiller setup.
- Bussed and reset tables to keep dining room and work areas clean.
- Upsold high-profit items such as appetizers and mixed drinks to enhance sales numbers.

**Restaurant Hostess**, 04/2002 to 01/2003

**Remi Nightclub** – Astoria, NY

- Answered customer questions about hours, seating and menu information.
- Supported fellow servers, food runners and bussers with keeping dining area ready for every guest.
- Took reservations and to-go orders by phone, answered customer questions and informed of accurate wait times.
- Collected information from incoming customers to seat groups or place them on waitlist.
- Monitored front entrance for new guests while staying in open communication with kitchen crew to assess cooking times, avoid worker overload and minimize customer dissatisfaction.
- Cultivated positive guest relations by managing information and orchestrating speedy seating.
- Arranged and prepared tables for customers to offer memorable experiences to guests and foster repeat business.
- Kept register accurate through correct billing, payment processing and cash management practices.

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## EDUCATION

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**No Degree:** Animal Biology

**St John's University** - New York

- Honor Roll
- Regents Diploma
- Completed AP course in biology and science
- Professional Development: intern at Long Island Jewish Medical Center

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## HOBBIES

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One of my favorite activities is swimming and you can find me on the beach as much as long as its open. I also love making collages, jewelry, along with editorial photography and cinematic videos to express what

words can't, and to tell stories that haven't yet been heard.