

# Laureana Forrest

## Senior Brand Ambassador

Maitland, FL 32751

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With over a decade of experience and several years tenure in management, my primary emphasis is on proper education in product quality, value and style.

Authorized to work in the US for any employer

## Work Experience

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### Product Specialist

Productions Plus | Stafftacular | Elevate Staffing - Orlando, FL

December 2023 to Present

- Conducting comprehensive market research to inform strategic decision-making.
- Proactively promoting innovative products by employing effective education and demonstration techniques.
- Collaborating seamlessly with cross-functional teams to ensure cohesive project execution.
- Analyzing and leveraging customer feedback to provide valuable insights, driving continuous product enhancements.

### National Brand Specialist / National Conference Director

Nurseio - Orlando, FL

October 2021 to December 2023

- Strategically conducted monthly business travel, expertly expanding markets and fostering invaluable client relationships in 10 states.
- Managed the hiring process for Brand Ambassadors in FL, TX, AL.
- Diligently managed records in multiple CRM systems, showcasing advanced proficiency in data entry skills.
- Orchestrated sensitive data management across 7+ Excel spreadsheets, ensuring monthly retrieval and delivery; held weekly goal-oriented meetings.
- Coordinated virtual and in-person meetings, events, travel, and appointments for the sales department.
- Leveraged Content Marketing to forge and sustain partnerships.
- Oversaw complex conferences from inception to completion, collaborating with healthcare faculty members.
- Collaborated with fundraising staff and external vendors to execute 2 events monthly on an annual basis.
- Engaged extensively with hotels, caterers, expo services, and other vendors to develop unique solutions for concurrent events.
- Functioned as a crucial liaison between state associations.

### Senior Brand Ambassador

Fusion Marketing | TEAM Enterprises | Premium Retail Services - Orlando, FL

June 2015 to January 2020

- Ensured overall operational integrity of events scheduled in Central Florida. With oversight of many Experiential Specialists confirming vital functionality, execution and completion of events.
- Raise pull through at the customer level through staff education, while expanding a presence in accounts through POS and product displays
- Collected data ensuring accurate information; driving sales based on specific products per month

### **International / National-Training Coordinator**

Hooters of America - Sanford, FL

January 2006 to January 2012

- Oversaw testing compliance for active employees in the assigned region.
- Implemented current protocols to ensure up-to-date testing standards.
- Facilitated training sessions for employees to learn new testing methodologies.
- Maintained strict adherence to company standards and policies throughout the process.
- Expanding operations by establishing new locations nationwide in the United States and extending reach into European markets.