

Roshaiya (Roe•shy•yah) Wilson

Miami-Fort Lauderdale Area



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Summary

MBTI Personality: INFJ-A

Expertise:

Brand Ambassadorships

Branded Content Editor

Content Creator

Community Outreach Coordinator

Special Events Associate

My name is Roshaiya (roe*shy*yah) Wilson, PR Media & Marketing specialist's & Luxury Lifestyle Brand Ambassador. I have had the opportunity to represent many native (SoFlo), national, international franchises. Renown brands such as Dolce & Gabbana Beauty, LaCroix Sparkling Water, Viacom, Miami Art Basel, Formula One, Alice+ Olivia, and many more.

Working within these institutes, I developed skill sets in digital marketing, promotional sales, e-commerce, direct marketing, B2B, branded content editing, integrated marketing, etc.

Experience



Retail Sales Specialist

Formula 1

May 2024 - May 2024 (1 month)

I have successfully sold over 500 units of high-end merchandise, expertly managed front house, back end, and stock inventory, and implemented top-notch operation systems such as Retail 7 for luxury labels like Aston Martin, Mercedes Benz, Ferrari, Red Bull Racing, McLaren, Williams Racing, Puma Stichd F1, and many others.

Puma Stichd is a retail division that offers Formula 1 merchandise, including apparel, footwear, and accessories.



Brand Ambassador

Appleton Rum

May 2024 - May 2024 (1 month)

Celebrate "Appleton Estate Rum" Launch at Miami- based Caribbean restaurant chain "JRK".



Brand Ambassador | Sales Specialist

LACOSTE USA, INC

Mar 2024 - Apr 2024 (2 months)



Brand Ambassador | Sales Specialist

LACOSTE USA, INC

Mar 2023 - Apr 2024 (1 year 2 months)

* Style match approx. 500+ #Lacoste Club customers with the newest releases and limited edition Miami Open '23 & '24 collection.

*Managing inventory systems, categorizing front & back stock collections per seasons, and assist in-house customizations (i.e. branding souvenirs and accessories)



Brand Ambassador

Tullamore D.E.W

Mar 2024 - Mar 2024 (1 month)

Shared brand knowledge, created brand awareness, and generated foot traffic towards product placement.

Tullamore D.E.W Bio.

Triple distilled and patiently aged in a combination of ex-bourbon and sherry casks, this original blended Irish whiskey is known the world over for its smooth and gentle complexity.



Brand Ambassador

The Coca-Cola Company

Mar 2024 - Mar 2024 (1 month)

NCAA March Madness (FAU) X "Coca-Cola Spiced" launch

Distributed samples of the new "Spiced Coca-Cola" and promotional merchandise to celebrate the NCAA (FAU) March Madness



Brand Ambassador

alice + olivia

Dec 2023 - Mar 2024 (4 months)

Occurring Hostess & Lead Bartender to celebrate Alice & Olivia's 2023 Miami Art Basel collection with Jean Michel Basquiat's estate.



Brand Ambassador

Jack Daniel Distillery

Dec 2023 - Mar 2024 (4 months)

I worked with Jack Daniel's x Culture Collective to celebrate Miami 2023 Art Basel at their "Arts, Beats, Lyrics" event at Loan Depo Park.

I was in charge of the distribution of branding/promotional merchandise for Jack Daniel's ABL merchandising.

Commercial Sales Specialist

Rebag

Nov 2023 - Dec 2023 (2 months)

REBAG is a luxury consignment shop that re-sells second hand modern and vintage pieces.

I.E. hand-bags, accessories, jewelry, and watches

Appraise, exchange, and manage vast inventory of 1000+ luxury items.



Hostess | Lead Bartender

alice + olivia

Sep 2023 - Dec 2023 (4 months)

"Alice + Olivia" pop-up event to celebrate Labor Day !!!!!



Brand Ambassador | Hostess

Diageo

Sep 2023 - Dec 2023 (4 months)

Partnered with boutique restaurant chain "Tap 42" to celebrate "Captain Morgan x Inter-Miami CF" MLS collaboration.

Applications Used:

Ceridian Dayforce, Booked-Out, PEX



Brand Ambassador

Viacom

Aug 2023 - Aug 2023 (1 month)

I partnered with (Viacom) BET x VH1 to celebrate

"50 years of Hip-Hop" & re-launch the new season of the "Love and Hip-Hop Miami" Franchise.

This sweepstakes granted handpicked local artist of participating cities: Premium studio time at popularized studios, multiple networking opportunities, and grand prizes on behalf of BET x VH1 networks'.



Brand Ambassador / Perfume Specialist

DOLCE&GABBANA

Jul 2023 - Jul 2023 (1 month)

I partnered with D&G North America & Macy's at Aventura Mall to celebrate the Miami launch of the fifth (limited) edition Dolce & Gabbana "Light Blue" fragrance "Summer Vibes".

In this role, I performed product demonstration, brand strategy, brand awareness, interpersonal sales, in-field marketing.

Maintained a daily revenue of 10% of overall sales, created brand awareness, and used integrated marketing to demonstrate to 100+ visitors and returning clientele.

DOLCE&GABBANA

Brand Ambassador

DOLCE&GABBANA

Jun 2023 - Jul 2023 (2 months)



Summer Finance Summit

Goldman Sachs

May 2023 - Jun 2023 (2 months)

2023-2024 Goldman Sachs Emerging Leaders Program

Duration: May 23rd to June 16th

Virtual Insight Series is a self-paced program that allows student to explore the recruiting process, including perfecting their resume and interview skills, cultivate an understanding of our divisions and the amount of transferable skills that can be applied across the firm. Further expand their professional network and work to grow their technical and soft skill set.

Applications Used:

NovoED, Goldman Sachs



Brand Ambassador

meati™

Apr 2023 - Jun 2023 (3 months)

Meati is a delicious, whole-food protein made from mushroom root. Minimally processed, Meati is a superfood with lots of fiber, amino acids and micronutrients, with zero hidden ingredients.

- Coordinated closely with assigned retailers to create store leads for in-store product demonstration's & brand awareness
- Explored the brand's sustainability efforts with the customers and different plant-based or incorporated recipes to follow
- Documented Pre-& Post-shift inventory reports and store specifications for brand specialist analytics

Application(S) Used:

PromoMash, Slack, JBC, PEX Money Systems, Google Excel



Editorial Contributor

Vogue Business

Apr 2023 - Apr 2023 (1 month)

Lucy Maguire, Senior Trends Editor,

Interviewed with me about my fashion selections, shopping habits, style inspirations, and my go to apps and places of reference for fashion & beauty products.



Brand Representative

The Rounds

Jan 2023 - Feb 2023 (2 months)

The Rounds is a Miami-based sustainability delivery service that seeks to reinvent sustainability.

Our bundles match customers with the 250 locally sourced national and international selections. Our products provide a minimalistic approach to the simple life.

•Aided in customer facing live product samplings and e-commerce & application sign-ups.

•Assisted in-person & online troubleshooting inquires about The Rounds app(lication) and online platform.

Application(s) Used:

QuickBooks, AirTable, Slack, Discord

Venue(s) worked:

Muse at Met | Flagler, Miami

RiverHouse at 11 | Overtown, Miami

SOMA at Brickell | Brickell, Miami

Soleste Spring Gardens | Overtown, Miami



Beauty Ambassador | Model

Silver Mirror Facial Bar

Jan 2023 - Jan 2023 (1 month)

Street Marketing | Promotional Marketing

As a Beauty Ambassador, generate brand awareness and educate people about offered luxury services & product selections.

Generate foot traffic towards the Brickell “AC Hotel” grand opening.

Application(s) Used:

Instagram & Facebook



Brand Ambassador | Spokesperson

LaCroix Water

Jan 2023 - Jan 2023 (1 month)

- Setting-up displays, product demonstrations, educating customers on our product value, health & wellness benefits, and sustainability efforts

- Monitored customers incites about favorite selections & offered exclusive incentives

Venue(s) Worked:

Milam's Markets | Sunny Isles Beach, Florida

Whole Foods | Aventura, Florida

Milam's Markets | Coral Gables, Florida



Ticket Agent | Miami Art Basel 2022

Mana Common

Nov 2022 - Dec 2022 (2 months)

- We integrated the community with our NFT audience to experience our brand's hospitality culture and brand ambassadorship's opportunities

Presented by NFT Now x Mana Common, The Gateway is a 5-day web3 arts and culture festival that will take over two city blocks and 12 buildings across the Flagler District of Downtown Miami. The Gateway features immersive installations from a multidisciplinary array of partners, ranging from web3 powerhouses to leading artists, musicians, speakers, and communities.

Application(s) Used:

Ticket Fairy, Mana Common



Guest Experience Associate | "The 72 Club" | The Weeknd "After Hours Til Dawn" Tour

Miami Dolphins and Hard Rock Stadium

Aug 2022 - Aug 2022 (1 month)



Guest Experience Associate | "The 72 Club" | Bad Bunny "World's Hottest Tour"

Miami Dolphins and Hard Rock Stadium

Aug 2022 - Aug 2022 (1 month)



Guest Experience Associate | "The 72 Club" | Pre-Season Game" Miami Dolphins V.S. Las Vegas Radiators "

Miami Dolphins and Hard Rock Stadium

Aug 2022 - Aug 2022 (1 month)



Global Brand Marketing and Communication E-Commerce Department | Media Data Analyst/Stock Manager

CHAUVET Professional

May 2022 - Aug 2022 (4 months)

- Reviewed approx.100+ database entries of product listings for the Global E-Commerce and Sales Network.
- Assisted the International and national marketing teams in SEO promotion of approx.1000+ product listings per brand partners and product investors.
- Responsibilities of data capturing true commerce digital portfolios of reference data sheets for algorithm's analytics
- Responded to online and in-house customer general and specific inquiries about product selections/ adjustments

*Application(s) Used:

Google Spreadsheet,Google Drive, Microsoft Software
(OneDrive,Excel,Word,Teams,Zoom),SmartSheet(Git Hub),7-Zip.



Guest Experience Associate | Ciroc & DeLeon Venue | Miami Dolphins and Hard Rock Stadium

Rolling Loud Festival

Jul 2022 - Jul 2022 (1 month)

- Ensured the quality of customer service and safety of guest and staff throughout event.
- Assisted guest towards designated areas and safety zones throughout the campus.



Event Specialist | Building Business Capability Conference 2022

Rising Media

Jun 2022 - Jun 2022 (1 month)

- Detailed event concepts, speakers themes , vendor pop-ups and attendee's to-do's.
- Organized and administered approx.100+ exclusive identification badges and sweepstakes & prize entries.



Guest Experience Associate | Paddock [Club] District & Hospitality Village Formula 1

May 2022 - May 2022 (1 month)

- Ensured the quality and safety of guest and staff.
- Assisted guest towards designated areas and safety zones throughout the campus

Venues Worked:

East Campus | Paddock [Club] District ~

Heineken Garden Club & The Concours Club

West Campus | Hospitality Village ~

VIP and Members Only Admission



Non-Profit Events/Marketing Intern

The Little Lighthouse Foundation

Dec 2021 - Apr 2022 (5 months)

- Maintained consistency, rhetoric, and SEO language between approx. 5+ social media platforms

YouTube, Twitter, Instagram, LinkedIn, Facebook, TikTok, Wordpress, etc.

- Created social media promotional campaigns and published editorial writing, photography, and videography for educational and community programming of coordinated partnered facilities

*Big Brothers Big Sister of Miami, Nicklaus Children's Hospital, Ronald McDonald House Charities, Lotus-house Women's Shelter, The Motivational Edge, Chapman Partnerships, Global Empowerment Mission (G.E.M).

- Coordinated media posting and published branded content for approx. 10+ marketing partners and corporate sponsorships

Skilled in Microsoft Office, Canva, G-Suites, Google Sheets, InShot, EventBrite, Mail-chimp, Wordpress, Zoom, etc.



Hearts & Stars Gala 2022 | Event Support & Associate

The Little Lighthouse Foundation

Mar 2022 - Mar 2022 (1 month)



Event Staff

South Beach Wine & Food Festival®

Oct 2021 - Feb 2022 (5 months)

- Coordinated event setups and registration for approx. 500+ attendees throughout the events.
- Aided in on-site demonstrations and stationary maintenance

Venue(s) Worked:

Hallandale Food And Groove Festival at Gulfstream Park | Hallandale Beach, FL

Trisha Yearwood's "Southern Kitchen Brunch" at Lowes Hotel | Miami Beach, FL



Birthday Of Service 2022 | Event Support & Associate

The Little Lighthouse Foundation

Jan 2022 - Jan 2022 (1 month)



Secretary of Campus Engagement (FIU BBC) (SGA)

Florida International University

Jul 2021 - Dec 2021 (6 months)

- Advocated for student rights and enrichment programs towards social responsibility and school initiatives
- Facilitated in student/community engagement and community outreach services
- Planned and coordinated activities & events for approx. 100+



Event Specialist

North Miami (FIU) Brewfest

Nov 2021 - Nov 2021 (1 month)



Residential Ambassador

Servitas

May 2021 - Aug 2021 (4 months)

- Assisted the residents with housing inquiries, financial adjustments, facility rentals
- Scheduled and managed move-ins/outs and housing tours
- Followed up with online & on-site customer inquiries and on-site accommodations
- Reported daily and weekly virtual leads & analytics to manager and team lead



Guest Service Agent

Wolfe University Center at FIU

May 2021 - Jul 2021 (3 months)

- Assisted in campus directory, student life inquiries, and office management
- Aided in community service, community engagement, and student life operations



Front Line Hostess

Japan Inn

Aug 2019 - Jan 2020 (6 months)

- Greeted and assisted guest, conducted reservations, managed event preparations for approx. 100+, and directed customers throughout the eatery.

- Handled phone calls and customer inquiries about restaurant services/accommodations and menu selections

Application(s) Used:

Open Table, Uber Eats, Postmates



Residential Ambassador

Sodexo

May 2019 - Aug 2019 (4 months)

- Assisted the residential facility in management of the student living on campus
- Followed up with online customer inquiries and on-site request
- Reported daily and weekly virtual leads & analytics to manager and team lead
- Provided community and entertainment to our residents and visitors



Historian | Keiser University Flagship

Student Government Association

Jan 2019 - Aug 2019 (8 months)

- Photographed student life and campus events and volunteered in planning events and Pre- & Post-interviews of participants.
- Documented media coverage for editorial and educational use.

Education



Goldman Sachs (2023 Virtual Insight Series)

Bachelor's degree, Business/Corporate Communications/ Financial Analysis

May 2023 - Jun 2023

Summer DEI business/Financial insight course

Trained in customer service, analytical skills, leadership, core logistics, business administration.

Virtual Insight Series is a self-paced program that allows student to explore the recruiting process, including perfecting their resume and interview skills, cultivate an understanding of our divisions and the amount of transferable skills that can be applied across the firm. Further expand their professional network and work to grow their technical and soft skill set



Florida International University

Bachelor's of Science, Digital Mass Media Communications in Journalism, Minor in Hospitality management

Aug 2021 - May 2022



Florida International University

Associate of Arts and Sciences - AAS, Mass Communication/Media Studies
May 2020 - Aug 2021



University Church of St Mary the Virgin (Study Abroad) in Oxford, England

Liberal Arts and Sciences, General Studies and Humanities
May 2019 - Jun 2019



Keiser University

Bachelor of Fine Arts - BFA, Film/Cinema/Video Studies
Aug 2018 - Aug 2019



Cypress Bay High School

Aug 2014 - Jun 2018

Licenses & Certifications



Developing a Service Mindset - LinkedIn



CPR/AED/First Aid - American Heart Association



Panthers Protecting Panthers - Florida International University



Recipient - Honor Society®

Skills

Community Relations Management • Sales • Customer Relationship Management (CRM) • Social Media
• Street Marketing • Marketing • Data Analysis • Advertising • Online Advertising • Canva

Honors & Awards



Magna Cum Laude - Dean of CARTA

Dec 2021



Sum Cum Laude - Dean of CARTA

May 2021



Recipient | National Honor Society - Honor Society

Aug 2015



Historian - Student Government Association

Jan 2019



Exceptional Community Service - Florida International University | Student
Government Association
Jan 2022