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# BRAND AMBASSADOR RESUME

A brand ambassador is an offshoot of the marketing team and serves a dual role as marketer and troubleshooter. It is the brand ambassador's job to communicate with the public on behalf of the brand in question. This means making sure that the brand is always portrayed in the best of light, but also that any consumer criticisms or questions are responded to quickly and effectively. Education beyond high school is rarely needed for this position, but a strong marketing and communications background certainly helps.

A brand ambassador resume should serve as an example of the type of strong communication skills and excellent delivery that is required from this position. College education is helpful to include even though it isn't required, but you also want to make sure you don't appear overqualified for the position. Three brand ambassador resume format options are provided below, with each giving an idea as to how different levels of experience can be presented to potential employers.

## Entry-Level Resume

If you have little or no prior experience as a brand ambassador, you need to focus on the traits and attributes that are likely to make you a desirable candidate in this field. This includes strong communications skills, a positive attitude, and the ability to respond well under pressure. Knowledge of software and social media sites can also be helpful. Mr. Watson, the candidate in the brand ambassador resume example provided below, uses his education and limited experience as a marketing assistant to help impress employers.

### Gregory Watson

12 Kirby Drive  
Cincinnati, OH 45201  
Mobile: 513-116-3295  
[email]

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### OBJECTIVE:

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Energetic and motive brand assistant seeking an opportunity that will utilize my strong communication skills, attention to detail, and marketing experience in promoting brands to a broad customer base.

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### SUMMARY:

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- Energetic and highly motivated
  - In-depth knowledge of key demographics, including women and young adults
  - Highly organized and efficient
  - Excellent written and oral communication skills
  - Comfortable in both formal and casual environments
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### EDUCATION:

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#### Bachelor of Science in Finance, May 2014

#### University of California, Berkeley, CA

Graduated with a GPA of 3.3 on a 4.0 scale

#### Courses Included:

Financial Accounting  
Business Law  
Management Styles  
Professional Speaking  
Reporting and Analysis  
Communications  
Strategic Analysis  
Social Media Marketing

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## Mid-Level Professional Resume

Candidates who have between three and five years of experience in this field are considered mid-level professionals. By this point, a resume can focus more on professional experience and less on education. However, prior education can still play a relevant role. The brand ambassador resume sample provided below should give you an idea as to the proper balance between professional qualities, job experience, and education that you will need in order to impress potential employers at this level.

### DOMINIQUE STRONG

Phone: (513) 563-2212 | [email]  
14 Student Street | Cincinnati, OH 45201

## Energetic and Engaging Brand Ambassador

Excellent communication skills. Knowledge of online and in-person marketing techniques. Ability to engage in customers on a storefront level as well as investors at business gatherings and conferences.

### SUMMARY:

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- First-class sales and marketing skills.
- Excellent knowledge of public relations trends and evolving needs.
- Adaptable and able to change sales style depending on audience and marketing necessities.
- Ability to communicate well in person and online.
- Extensive knowledge of multiple sales platforms.

### EXPERIENCE:

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LUXURY COSMETICS, Cincinnati, OH  
**Brand Ambassador**, 3/2013 to Present

Provide high-energy in-person sales assistance with a variety of luxury cosmetic brands. Engage customers, offer samples, and promote brand identity. Emphasize day-to-day utility of the brand in order to build stronger recognition. Key outcomes include:

- Provide superb communication and customer service to customers.
- Increase engagement in customers who would otherwise be a passive audience.
- Offer cosmetic tips and increase awareness of related products that can synergize with the brand.
- Answer phone calls and receive online communications from customers.
- Helped to achieve 20% sales improvement in the region in 2013.

DAKON ENTERTAINMENT, Cincinnati, OH  
**Brand Ambassador**, 9/2011 to 3/2013

Served as brand ambassador for a wide variety of different entertainment products. Communicated directly with customers, assisted with market research, and provided input on future brand directions based on customer feedback. Key outcomes included:

- Demonstrated products through in-store demonstrations that regularly drew crowds of 20-50 people.
- Communicated individually with customers to determine overall brand satisfaction.
- Helped to facilitate 25% sales growth from 2012 to 2013.

### EDUCATION

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Clayton Community High School, Cincinnati, OH  
**High School Diploma**, 6/2010

#### Experienced Professional Resume

Brand ambassadors who have been employed in the same field for a seven to ten year period are recognized as individuals who have a calling for this position and who probably seek to continue on this career path. This gives them an edge over less-experienced applicants and allows them to focus mostly on their high level of expertise. The brand ambassador sample resume below opens with a discussion of Mr. Keyson's professional qualities and then allows his long work history to speak for him.

#### Jamie Keyson

[email]

21 Memorial Drive | Cincinnati, OH 45201  
Home: 513.748.5512 | Cell: 513.211.6644

#### BRAND AMBASSADOR | ENTERTAINMENT INDUSTRY SPECIALIZATION

Energetic and experienced brand ambassador with eight years of experience within the entertainment industry. Knowledge of in-store demonstration procedures as well as one-on-one brand discussions held outside of demo spaces. Extremely strong communicator with a strong passion for brand identification and marketing. Dedicated to in-person and online communications. Strong knowledge of brand identity management through social media.

### Core Knowledge and Skills:

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- Strong knowledge of key consumer demographics
- Capability of performing in-depth trend analyses
- Excellent verbal and written communication skills
- Demonstrated ability to improve popularity of underperforming products
- Adept at risk management and expense control
- In-depth knowledge of social media trends and online management

**Brand Ambassador**, Lawton Entertainment Group

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