

ICEE GRIFFIN

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www.iceegriffin.com/brand-ambassador

EXPERIENCE

DBC America – 2014, Metro Detroit, MI

Promotional Model /Brand Ambassador

- Conducted off-premise and on-premise product sampling for various alcohol brands and educated consumers about the product
- Represented the brand's image while conducting giveaways, contests, and handing out promotional items
- Interacted with consumers at various venues including bars, liquor stores, golf courses, and other events

NASCAR Sprint Cup Series Quicken Loans 400 – 2014, Brooklyn, MI

Goodyear Racing - Brand Ambassador

- Guided guests throughout client's event site by encouraging consumers to sign up for an interactive game, take photographs, and create materials to support US troops
- Gave away game prizes, kept inventory, and interacted with consumers in and around the event site

American Diabetes Association's Tour de Cure – 2014, Ann Arbor, MI

Nissan/Rodale - Brand Ambassador

- Generated foot traffic to and within our client's branded event site by interacting with consumers in a professional, friendly manner
- Communicated event details and collected consumer information for a sweepstakes prize giveaway
- Encouraged consumers to interact with the client's vehicles while providing key pricing and feature information

Movement Electronic Music Festival – 2014, Detroit, MI

Black & Mild - Brand Ambassador

- Conducted in-person lead generation by collecting consumer information via a data collection device
- Memorized a sales pitch about the client's newest product and encouraged purchase and trial through consumer engagement
- Verified consumer identification to ensure our client's legal and ethical standards were followed

Market Strategies International, Detroit, MI

Market Research Analyst

- Created survey instruments, analytic plans, and client reports as part of the pharmaceutical team, servicing clients such as Eli Lilly, Pfizer and Sanofi
 - Designed and executed a tracing study for a major pharmaceutical company in support of the development of its patient support division
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SKILLS

Personality: Strong communication skills, reliable, responsible, able to work independently, resourceful & organized

Certifications: TIPs, Food Handlers Card

Language: Spanish (conversant)

Technology: Qualtrics, Mac & PC, Microsoft Office, SPSS, Adobe Photoshop, HTML, survey research design

EDUCATION

Michigan State University, East Lansing, MI

The Eli Broad Graduate School of Management

Master of Science, Marketing Research, G.P.A. 4.0

December 2012

