

Catalina Greene

Promotional Specialist

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📍 Madison, WI 53703

STRENGTHS

- 🗣️ **Consumer Engagement**
Approached hesitant attendees with simple questions and friendly explanations, helping conversations become comfortable participation.
- 📅 **Event Execution**
Kept setup, supplies, and breakdown organized across busy venues. Colleagues valued dependable preparation when schedules shifted.
- ★ **Brand Representation**
Protected approved messaging during product sampling and membership promotions, earning trust through clear, professional interactions.
- ♥️ **Field Reporting**
Captured photos and concise recaps after activations. Managers received practical observations they could use for planning.
- 👥 **Adaptable Communication**
Adjusted conversation style for retail, restaurant, festival, and community settings while keeping each brand experience welcoming.

SKILLS

Consumer engagement
Brand awareness Brand affinity
Membership promotion
Promotional events
Product sampling
Event photography Field reporting
Consumer feedback
Activation setup
Promotional materials
Event recaps
Smartphone coordination

SUMMARY

Promotional Specialist with three years of experience delivering **consumer activations** at **retail locations**, restaurants, festivals, community events, and special event venues. Creates welcoming conversations, explains campaign experiences, encourages participation, and supports membership growth through accurate, upbeat brand representation. Handles **activation setup**, promotional materials, **product sampling**, event photography, written recaps, inventory checks, and field reporting with dependable follow through. Shares consumer feedback, recurring questions, and local engagement patterns with program leaders, helping improve preparation for future events. Comfortable approaching new people, adapting approved talking points, coordinating assignments through a smartphone, and maintaining organized event spaces from setup through breakdown. Reliable transportation and smartphone access support consistent attendance and timely communication. Ready to contribute polished field execution, positive consumer interactions, and useful market insight across varied promotional settings.

EXPERIENCE

Promotional Specialist, Consumer Activations

Lakeview Brand Collective 📅 February 2025 - Present 📍 Madison, WI

Supports consumer facing activations across retail locations, restaurants, festivals, and community events. Owns setup, engagement, promotional distribution, field communication, event photography, inventory checks, written recaps, and feedback sharing for program leaders.

- Delivered themed activations at **retail locations**, **restaurants**, festivals, and community events using approved talking points.
- Guided consumers through product and membership conversations, creating welcoming participation around featured brand experiences.
- Set up displays, signage, sampling materials, and promotional assets before events, then completed organized breakdowns.
- Distributed approved **collateral**, **promotional items**, and products while monitoring supplies throughout each activation.
- Submitted event recaps with attendance observations, **consumer feedback**, activation highlights, and **event photos** for managers.
- Shared recurring consumer questions and local engagement patterns with field leadership for future preparation.

Brand Ambassador, Membership Promotions

Capitol City Promotions 📅 June 2023 - January 2025 📍 Madison, WI

Represented consumer brands at scheduled marketing events and membership promotions across Madison. Managed approachable conversations, product sampling, event readiness, **field reporting**, **smartphone coordination**, and professional relationships with venue staff and consumers.

- Represented consumer brands at scheduled **marketing events** through approachable one to one conversations.
- Explained membership features clearly, answered common questions, and guided interested consumers through approved next steps.
- Prepared event tables, branded materials, product samples, and **promotional items** before consumer traffic began.
- Captured required event photos and completed field reports covering reactions, venue conditions, and material usage.
- Coordinated schedule updates and event instructions through a **smartphone** across multiple weekly assignments.
- Followed training guidance while maintaining **organized** promotional assets and professional venue interactions.

PROJECTS

Community Membership Activation 📅 2025

Public communication

Market observations

LANGUAGES

English Native

Spanish Intermediate

MY CAREER



● Promotional Specialist,
Consumer Activations at
Lakeview Brand Collective (1.7
Years)

● Brand Ambassador,
Membership Promotions at
Capitol City Promotions (1.6
Years)

Connected local consumers with a membership focused brand experience through approachable conversations, clear explanations, product sampling, and organized promotional materials at community events.

Retail Product Sampling Program 📅 2024

Supported shared goals with retail partners by preparing branded tables, inviting voluntary participation, answering questions, and documenting consumer responses through photos and field reports.

LEADERSHIP & AWARDS

- Recognized by field leadership for dependable attendance and consistent brand representation across varied public facing events.
- Praised for organized event preparation, clear consumer explanations, and timely activation recaps with useful field context.
- Trusted with membership focused promotions requiring accurate messaging, approachable engagement, and careful adherence to campaign guidance.

EDUCATION

Associate of Applied Science in Marketing

Madison Area Technical College 🎓 GPA: 3.5 📅 2023 📍 Madison, WI

Coursework: Marketing communications, consumer behavior, promotional strategy, event planning

CERTIFICATIONS

- Brand Ambassador Training 📅 2024
- Event Safety and Setup Training 📅 2023

TECHNICAL SKILLS

- **Event Marketing:** Experiential marketing, promotional events, brand activations
- **Consumer Outreach:** Consumer engagement, audience conversations, participation guidance
- **Membership Promotion:** Membership growth, program explanations, approved next steps
- **Brand Materials:** Promotional materials, marketing collateral, promotional items
- **Product Sampling:** Product samples, sampling tables, product demonstrations
- **Event Operations:** Activation setup, event breakdown, venue readiness
- **Field Reporting:** Written recaps, event photos, attendance observations
- **Mobile Coordination:** Smartphone coordination, schedule updates, field communication
- **Market Feedback:** Consumer feedback, market trends, recurring questions
- **Venue Engagement:** Retail locations, restaurants, festivals, community events

PROFESSIONAL AFFILIATIONS

- Experiential marketing community, active participant in practical conversations about consumer engagement and event execution.
- Madison marketing network, contributor focused on positive brand interactions, local audience insight, and reliable field support.

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST