

RAPHAEL EZEMA

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CONTACTS

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SKILLS

- ✓ Sales & marketing
- ✓ Customer relationship management
- ✓ Leadership and reporting
- ✓ Excellent communication skills & networking
- ✓ Data and trend analysis
- ✓ Passion and enthusiasm
- ✓ Product knowledge & management
- ✓ Problem-solving & conflict resolution
- ✓ Promotions & brand awareness
- ✓ Event planning
- ✓ Social media savvy
- ✓ Public speaking & presentation skills
- ✓ Tech Proficiency (MS Excel, Word, PowerPoint etc.)

VOLUNTEER

Exterior Program Manager
Tanglewood Hillsdale
Community Center.

Web Designer
Arts-connect Ottawa.

After-school tutor at
Association of new
Canadians St. Johns NL.

BRANDS REPRESENTED

- ✓ Coca Cola
- ✓ Senators
- ✓ Desjardins
- ✓ RBC
- ✓ Nike
- ✓ Sobeys
- ✓ Telus
- ✓ Rona+
- ✓ Meridian
- ✓ Credit Union
- ✓ Barcadi
- ✓ Minto
- ✓ TD Place
- ✓ Titans
- ✓ Budweiser
- ✓ Clorox
- ✓ OLG
- ✓ Flair Airline
- ✓ GoGo
- ✓ Squeeze

CERTIFICATIONS

- ✓ Workplace Health & Safety
- ✓ Customer Service & AODA
- ✓ Smart Serve
- ✓ Food handler
- ✓ CannSell Standard Certification
- ✓ First Aid & CPR/AED
- ✓ Project Management - In view

HOBBIES

- ✓ Research
- ✓ Nature
- ✓ Photography
- ✓ Travelling
- ✓ Meditation

REFERENCES

Available Upon Request

BACKGROUND

Experienced brand ambassador with a strong track record of boosting brand recognition and engaging customers. My versatility and passion for delivering exceptional customer experiences have driven success in various industries. I thrive on representing brands and connecting with diverse audiences, ensuring a lasting and positive brand impression. I have collaborated with a wide range of brands, from established industry leaders to emerging innovators.

This diverse exposure has equipped me with the adaptability to embody different brand identities effectively and stay updated on latest marketing trends. I'm always committed to enhancing your brand's reach and impact in today's competitive landscape. Able to work independently and within a team.

EXPERIENCES

Brand Ambassador (Team Lead)

Page Activations, Dec. 2023 - Present

- Managing a Santa Claus photobooth experience for families and individuals seeking time and pictures with Santa.
- Resolving all technical issues arising from equipment malfunction to ensure a seamless experience.
- Coordinating queues and lines efficiently during high traffic times. Addressing customer-related questions and concerns with professionalism.
- Providing tech support for printers, computers, and mobile equipment. Capturing high-quality photographs using the photobooth Canon camera.
- Setting up and tearing down equipment after each day of activation.

Brand Ambassador (Team Lead)

T1 Agency, May 2023 - Present

- Leading and managing a team of brand ambassadors to ensure cohesive and effective execution of promotional activities.
- Spearheading lead generation efforts to drive brand awareness and customer engagement.
- Successfully enrolling customers for new promotional offers to enhance brand loyalty.
- Providing expert responses to customer inquiries and addressing their concerns effectively.
- Acting as a liaison between the team and management, communicating feedback and ensuring smooth operations.

Brand Ambassador

G of G Inc, Aug. 2022 - Jan. 2024

- Effectively delivered key brand messaging for Sobeys to enhance brand recognition and customer awareness.
- Executed setup and tear down duties with precision to ensure seamless event operations.
- Distributed free food samples from a food truck to create a positive and memorable brand experience.
- Addressed product-related inquiries and questions from consumers with a knowledgeable and customer-centric approach.
- Collaborated with the team to maintain a high standard of brand representation and contribute to the overall success of promotional events.

Brand Ambassador

COTTON CANDY, June 2021 - Date

- Delivering compelling brand messaging to enhance product visibility and audience engagement.
- Distributing complimentary products alcohol samples to create positive brand experiences.
- Ensuring efficient setup and teardown for events, contributing to seamless operations.
- Collaborating with the team to maintain a vibrant and engaging brand presence and ensuring the success of promotional initiatives.

Brand Ambassador (Team Lead)

PROOF EXPERIENCES, Oct. 2019 - Date

- Serving as a brand representative, proficiently addressing customer inquiries.
- Implementing effective sales pitches to drive promotional campaigns to achieve sales targets.
- Enhancing customer engagement by distributing curated goodie bags during promotion.
- Managing logistical aspects, including setup and teardown, to ensure seamless execution of events

Brand Ambassador (Team Lead)

BLAST MARKETING, Aug. 2019 - Date.

- Coordinated transportation and drove team members to and from event locations, ensuring timely and efficient execution.
- Oversaw the overall success of promotional events, maintaining a high standard of brand representation and customer satisfaction.
- Strategically pitched new Telus promotions to customers, significantly contributing to sales growth and revenue targets.
- Addressed customer inquiries with professionalism and product knowledge, fostering positive brand interactions.
- Implemented meticulous sales and inventory tracking procedures at the conclusion of each shift, optimizing operational efficiency.
- Executed precise setup and teardown activities at event centers, ensuring a seamless and organized event experience.

EDUCATION

Algonquin College of Applied Arts **May 2019 - June 2021**
Interactive Media & Design | Graduate Diploma

Memorial University **Sept. 2018 - April 2019**
Entrepreneurship Training Program | Certificate

Enugu State University of Science & Technology (ESUT) **Sept. 2010 - July 2015**
Electrical and Electronics Engineering | Bachelors Degree