

NATHENA LEWIS

www.nathenalewis.com

Occupation (2003-current):

Tradeshaw & Convention Hostess / Spokesmodel / Market Manager / Field Manager / Product Specialist (including automotive campaigns) / Brand Ambassador / Promotional Model / Product Demonstrator / Event Staff / Food and Beverage Sampler/ Event Auditor / Guerilla Marketing Specialist

Capabilities: Clear delivery of key brand phrases and concepts, high profile/media interaction, generating leads, receiving shipments, allocation of inventory, hiring/managing staff, researching/selecting and securing guerrilla locations, taking digital photos of events, completing event reports

Product Specialist/Presenter/Narrator Positions Include:

~ Product Specialist- Chevy- February 2011

- Expo Hall booth product specialist for 12-day Florida State Fair in Tampa, FL.

~ Narrator/Tour Guide- The New American Home (International Builder's Show) – January 2011

- Lead 25+ tours a day; Recited detailed script during walk-thrus of a model home.

~ Auto Product Specialist- GM Experience the Drive- November-December 2010

- In-vehicle host for Chevy Equinox and Camaro at the Orlando & Tampa International Auto Shows

~ Assistant Presenter- Samsung Galaxy S/T-MobileVibrant Android Training- July 2010

- Assisted in facilitating 20 minute presentations and training sessions to groups of T-Mobile sales reps

~ Product Demonstrator- LiveScribe Pulse Smartpen- March-April 2010

- Promoted the brand in Best Buy stores; Coordinated staff schedules

~ Auto Product Specialist- Ford Fiesta Movement- November 2009

- Promoted the brand, generated leads and recited vehicle specs at the Orlando International Auto Show and UCF

~ Auto Product Specialist - Buick Enclave "Street Fleet" - Summer 2007

- Promoted the brand, generated leads and recited vehicle specs at various high traffic events/locations throughout Orlando, FL.

~ Narrator/Tour Guide- The Renewed American Home (International Builder's Show)– February 2007

- Lead 25+ tours a day; Recited detailed script during walk-thrus of a model home.

Promotional Management & Major BA Positions Include:

~Team Lead- Heineken Light- Summer 2011

- Managed covert on-site interactions at upscale nightlife accounts

~Field Manager- Quiznos Street Team- October 2010

- Managed staff, coordinated routes with franchise owner, drove staff to business locations to promote and encourage business at a recently re-opened Quiznos

~ Field Manager- Cotton Mall Program- October 2010

- Trained and led staff, maintained and held keys for 2-compartment pod in Tampa's Cirtus Park Mall, operated recording studio for jingle contest, set up and maintained apparel display and product tie-ins with Macy's

~ Field Manager- Rent-a-Text Pizza Program- September 2010

- Oversaw staff and distribution of pizza and premiums to college students during a back-to-school event at Daytona State College

~ **Field Manager- Ben 10 Ultimate Alien- July 2010**

- Managed staff and promoted Cartoon Network show for Lake Eola's 4th of July promotion in Orlando, FL

~ **Field Manager- HBO/True Blood VIP Screening June 2010**

- Managed staff, security, setup crew and red carpet photographer for VIP screening event

~ **Field Manager/Media Rep- Gardasil Bar Installation-April 2010**

- Secured media placement in college bars
- Performed routine checks and uploaded photos of media to client

~ **Event Staff/ Brand Ambassador - Spring Break 2008 Panama City Beach, FL**

- Assisted in 35 day setup, execution, premium giveaway, lead generation, and breakdown for Spring Break promotions and events.
- Coordinated logistics for Multiple Vendors/Clients incl: US Army, Tag Body Spray, Trojan and more.

~ **Market Manager - BallPark/Dew Action Sports Tour sampling campaign- November 2007**

- Executed sampling and guerilla events to the action sports community in Orlando, FL.
- Secured locations & hired staff; managed inventory; operated hot dog steamer at sampling locations, distributed premiums; completed online reports consisting of event recaps and photos.

~ **Field Manager - Yoav Digital Downloads Sampling- November 2007**

- Hired Staff, executed distribution of digital download cards for Tori Amos's opening act

ADDITIONAL CONVENTION/TRADESHOW EXPERIENCE

NEC	Booth Hostess/Camera Operator	Infocomm 2011
Covidien	Reception Hostess	ASMBS Symposium 2011
Naitcole Michele International	Model	Premiere Beauty Show 2011
Unum Conference	Team Building Facilitator	Disney's Yatch & Beach Club- May 2011
Deloitte	Hostess	Rosen Shingle Creek Party- May 2011
American Towman Magazine	Booth Hostess/Sales	Tow Show 2011
Impact 4 Good Team Building Event	Facilitator	Ritz Grande Lakes- April 2011
Mount Gay Rum	Promotional Model	Duty Free Show 2011
Sony Xperia Play	Brand Ambassador	CTIA Wireless Show 2011
Walmart	Brand Ambassador	Walmart Year Beginning Meeting 2011
Toyota Green Initiative	Brand Ambassador	Blk Enterprise Women of Power Conf. 2011
Tees By Tina	Sales Rep/Model	Surf Expo 2011
Chevy	Booth Hostess/Lead Generator	Southern Women's Show 2010
Zumba	Room Monitor Lead/Merch Staff	Zumba Instructors Conference 2010
Genentech/Roche	Booth Hostess	ADA Scientific Sessions 2010
Army Strength in Action Zone- Echo	Brand Ambassador	HOSA Conference 2010
Hot Pockets Side Shots	Sampler	Major League Gaming 2010
Daymon Interactions	Company Rep/Booth Hostess	ECRM 2010
Walgreens Wellness Tour	Brand Ambassador	Lakeland Women's Show 2010
Novartis Pharmaceuticals	Booth Hostess	AHA Scientific Sessions 2009
Roche Pharmaceuticals	Booth Hostess	Amer. Soc. of Clinical Oncology Expo 2009
Nintendo DSi Spa	Product Demonstrator	Scrapbooking Expo 2009
Oracle Shuttle	Brand Ambassador	Acord/Loma Conference 2009
Wall Street Journal	Brand Ambassador	SAP Convention 2009
Impact Magazine Hot Brand Awards	Hostess	WSWA Show 2007, 2009
Wall Street Journal	Assistant Manager	Natl. Bus. Aviation Assoc. Expo 2008
US Army	Booth Hostess	Urban League Conf. 2008
Home Depot	Booth Hostess	Intl Builder's Show 2008
Wendy's	Character	Wendy's Intl. Franchisee Convention 2008
Pepsico	Sampler	National Black MBA Conference 2007
Food Arts Magazine	Hostess	American Culinary Federation Expo 2007
Telesteps Ladders	Product Demonstrator	National Hardware Show 2007
In 2 Mix	Booth Hostess	DECA Conference 2007

AOL "Take It Easy" Lounge
 AMGEN Oncology
 Impact Magazine Hot Brand Awards
 3 Strikes/Insta-Win Vending
 Flavia Fusion Drink Station
 Toyota Ride and Drive
 Life Pod
 American Heart Association

Booth Hostess
 Booth Hostess
 Hostess/Registration
 Booth Hostess/Lead Generator
 Product Demonstrator
 Brand Ambassador
 Spokesmodel
 Hostess

CTIA Wireless Expo 2007
 American Soc. of Hematology Expo 2006
 Natl. Beer Wholesalers Assoc. Show 2006
 Natl. Automated Merch. Assoc. Expo 2006
 Orlando/Tallahassee Home Shows 2006
 Orlando International Auto Shows 2006-'07
 Orlando Surf Expo 2006
 AHA Scientific Sessions 2004

ADDITIONAL PROMOTIONAL EXPERIENCE

Chrysler Ride and Drive
 5/3 Bank Grand Opening Week
 1-800-FLOWERS
 Coke Swelter Stopper
 CB&S Bookstore
 Ocean Spray
 Virgin Mobile
 Camus
 Puma
 Blackmaker Rootbeer/Pinnacle Whipped
 Cointreau
 Cracker Barrel
 Kellogg's Frosted Flakes
 Taylormade Golf Clinic
 Apothic Red
 ABC Tasting Event
 Windows Phone 7 AT&T Rep Launch
 Got2Be
 Nintendo Wii
 Summer of Slurpee Campaign
 Nintendo DSi XL Discovery Zone
 Aperol Spritz
 Jell-O Give It a Giggle Tour
 GGP Mall Shop 'til You Rock
 Wonka Candy
 Coca Cola Swelter Stopper
 Dance Your A** Off
 Sebeka
 Team Chevy Racing
 Pinkberry
 Quiznos
 Conjure Cognac
 Trichero Wines
 Toasted Head Wines
 Oracle Shuttle
 Staples VIP Opening
 New Amsterdam Gin/XO Brandy
 Title Sports Drink
 Don Miguel Roadshow
 Dickey's BBQ Pit
 Army Strength in Action Zone
 Geico
 Feckin Irish Whisky/UV Vodka
 Pollo Tropical
 Chevy Racing
 Fage Greek Yogurt
 Justified/FX Network

In Vehicle Host
 Brand Ambassador
 Lead Brand Ambassador
 Sampler/Brand Ambassador
 Brand Ambassador
 Sampler
 Promotional Model
 Sampler
 Model/Brand Ambassador
 Sampler
 Sampler
 Data Survey BA
 Sampler/Brand Ambassador
 Brand Ambassador
 Sampler
 Sampler
 Team Lead
 Digital Photos/Brand Ambassador
 Brand Ambassador/Demonstrator
 Sampler/Brand Ambassador
 Demonstrator/Brand Ambassador
 Sampler
 Brand Ambassador/Sampler
 Brand Ambassador
 Sampler
 Brand Ambassador
 Dancer/Crowd Motivator
 Sampler
 Promotional Model
 Sampler
 Street Team Brand Ambassador
 Sampler
 Sampler
 Sampler
 Brand Ambassador
 Brand Ambassador
 Sampler
 Promotional Model
 Sampler
 Street Team Brand Ambassador
 Brand Ambassador
 Brand Ambassador
 Sampler
 Brand Ambassador
 Promotional Model/Digital Photos
 Sampler
 Brand Ambassador

FL Mall, Orlando- June 2011
 SoDo Orlando- May 2011
 Cody Simpson/Grayson Chance- May 2011
 Disney Grad Nights- April/May 2011
 University of Central FL- April 2011
 Cocoa Beach Surf Festival- April 2011
 Lady Gaga Concert- Orlando, FL April 2011
 Sanford, FL- April 2011
 FL Mall- March 2011
 Winter Springs, FL- March 2011
 Winter Springs, FL- March 2011
 Kissimmee, FL- March 2011
 Pop Warner Cheer/Dance December 2010
 Ritz Carlton Golf Club- November 2010
 Orlando, FL- November 2010
 Oviedo, FL- November 2010
 Orlando, FL- October 2010
 Orlando SYTYCD Tour- September 2010
 AARP Party/Universal CityWalk- Sept 2010
 June-August 2010 Events
 Florida Aquarium- Tampa, FL August 2010
 Kissimmee, FL- August 2010
 Orlando & Tampa- August 2010
 Lakeland Square Mall- July 2010
 Vans Warped Tour- July 2010
 July 2010
 June 2009/July 2010
 Navy Exchange June 2010
 Daytona Pepsi 400 July 2010
 Neiman's/Sex and the City Party- May 2010
 May 2010
 April and May 2010
 May 2010
 Publix "Meet the Managers"- May 2010
 Orlando International Airport- May 2010
 Clermont & Orange City, FL- May 2010
 ABC- May 2010
 Relay for Life & LA Fitness- April/May '10
 Costco- April 2010
 Oviedo, FL- April 2010
 Davenport, FL- April 2010
 Arnold Palmer Invitational- March 2010
 St. Patrick's Day- March 2010
 March 2010
 Braves Spring Training- March 2010
 Plant City Strawberry Festival- March 2010
 Daytona Beach Bike Week- March 2010

Pull-Ups Potty Dance Party	BA/Dance Wrangler	February 2010
Constellation Spirits	Sampler	ABC Liquors - February 2010
General Mills NASCAR Brunch	Digital Photo Taker	Daytona 500- February 2010
Verizon Championship Racing	BA/Smart Car Driver	Daytona 500- February 2010
Magic Mural Event	Hostess	February 2010
Smile Sack Event	Hostess	February 2010
Bakugon	Judge/Brand Ambassador	BakuCon Championships- January 2010
Geico	Brand Ambassador	Champs Sports Bowl- December 2009
Kellogg's Frosted Flakes	Brand Ambassador	Pop Warner Cheer Comp. - December 2009
Glade Fragrance Collection	Brand Ambassador	Seminole Towne Center-November 2009
McDonalds	Digital Photo BA	FL Classic Game- November 2009
Toyota Zone	Brand Ambassador	Dew Action Sports Tour- Oct. 2009
H&M Grand Opening Promo	Brand Ambassador	Seminole Town Center- October 2009
Clinique Fresh Faces Tour	Brand Ambassador	UCF- October 2009
Silk Heart Health Soy Milk	Sampler	Brevard Heart Walk- September 2009
Coca-Cola Products	Sampler	Aug. '05/June '06/Jan. '07/Aug. '09/Nov. '09
AT&T Mobile	Digital Photo BA	Demi Lovato Concert- August 2009
Burn Notice Bar Tour	Promotional Model	January 2009
American Greetings	Brand Ambassador	May 2007/November 2008
Ur Votes Count	Brand Ambassador	August 2008
Trip Advisor Film Festival- Miami	Guerrilla BA	August 2008
Metro PCS	Data Collector	May 2008
Style Network	Brand Ambassador	April 2008
Little Clinic	Greeter/Brand Ambassador	April 2008
Sports Authority/Adidas	Brand Ambassador	Daytona 500- February 2008
Nuvo	Sampler	February 2008
Gillette Phenom	Brand Ambassador	Daytona 500- February 2008
Lemonheads	Sampler	Hannah Montana Concert- January 2008
Snapple Antioxidant Water	Guerrilla Sampler	January 2008
Odwalla	Sampler	Disney World Marathon January 2008
Geico	Event Staff	Capitol One Bowl- January 2008
Amp Energy Drinks	Sampler	Champs Bowl/Magic Game December 2007
Chrysler Town & Country	Digital Photo BA	Nickelodeon Hotel- December 2007
Home Depot Grand Opening	Brand Ambassador	November 2007
State Farm Black Friday	Brand Ambassador	November 2007
5/3 Bank	Segway Riding BA	November 2007
Toyland Promotion	Product Demonstrator	November 2007
Chips Ahoy	Sampler	November 2007
Wisk	Brand Ambassador	October 2007
V05 Extreme Hold	Sampler	September 2007
State Farm	Brand Ambassador	Tom Joyner Family Reunion- August 2007
Sanyo Xacti	Product Demonstrator	Typhoon Lagoon- August 2007
Axe	"Axe Angel" Spokesmodel	August 2007
US Army	Brand Ambassador	Pepsi 400- July 2007
Team Tylenol	Brand Ambassador	NASCAR Pepsi 400- July 2007
Kellogg's Protein Water & Bars	Sampler	March 2007
Miller Sparks	Sampler	Daytona Bike Week- March 2007
Kawasaki	Hostess	Daytona Bike Week- March 2007
Havoline Oil	Guerrilla BA	NASCAR Daytona 500- February 2007
Ford Race & Rock Fest	Data Collector	Daytona 500- February 2007
Sirius Satellite Radio	Guerrilla Ambassador	Daytona 500- February 2007
Anchor Blue	Spokesmodel	December 20006-January 2007
Visa Rewards	Brand Ambassador	December 2006
Coolah Energy Drink	Sampler	November 2006
Kellogg's Smart Start and All Bran Cereal	Sampler	FL Classic Football Game- November 2006
MTVu GameORZ Ball	Brand Ambassador	November 2006
Myoplex Protein Bars and Shakes	Sampler	November 2006

Toyota Zone
Lowe's Racing
Dasani Bike Program Inauguration
Rice Krispies Jammin' Jingle Contest

'Skeleton Crew' BA
Brand Ambassador
Sampler
BA/Character Escort

Dew Action Sports Tour- October 2006
June 2006
J. Blanchard Park- August 2005
September 2003