

# Searra Seratt

Brand Ambassador

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## Education

**Bachelor of Arts in Marketing  
and Communications at  
University of Wyoming,  
Laramie, WY**

Aug 2017 - May 2022

Relevant Coursework: Marketing  
Principles, Brand Management,  
Social Media Marketing,  
Consumer Behavior, Public  
Relations, Advertising, Market  
Research, Digital Marketing,  
and Integrated Marketing  
Communications.

## Links

[linkedin.com/in/searraseratt](https://www.linkedin.com/in/searraseratt)

## Skills

Networking

Public Speaking

Social Media Management

Influencer Marketing

Event Coordination

Content Creation

Customer Engagement

## Languages

English

Russian

## Profile

Results-driven Brand Ambassador with 1 year of experience in strengthening brand identity, driving customer engagement, and increasing sales. Demonstrated success in creating impactful marketing campaigns, fostering long-term client relationships, and promoting brand loyalty. Adept at leveraging social media platforms to maximize brand reach and consistently exceed performance targets. Committed to delivering exceptional customer experiences and driving overall business growth.

## Employment History

**Brand Ambassador at Wyoming Whiskey, WY**

May 2023 - Present

- Successfully increased brand awareness by 25% within a year through targeted marketing campaigns, engaging social media content, and strategic partnerships with local businesses in Wyoming.
- Boosted sales of Wyoming Whiskey products by 15% in six months by conducting over 50 in-store tastings, educating consumers on the brand's unique distilling process, and promoting limited-edition releases.
- Expanded Wyoming Whiskey's presence in key markets by securing placement in 30 new retail locations and 20 high-end bars and restaurants, resulting in a 20% growth in distribution within a nine-month period.

**Junior Brand Ambassador at Jackson Hole Soda, WY**

Jul 2022 - Apr 2023

- Successfully increased overall brand awareness by 25% within the first six months through targeted marketing campaigns, social media engagement, and strategic partnerships with local businesses.
- Boosted sales by 15% within the first year by organizing and executing over 50 in-store sampling events, leading to a deeper connection with consumers and increased product visibility.
- Played a key role in securing a partnership with a major regional supermarket chain, resulting in a 10% increase in distribution reach and an additional \$50,000 in annual revenue for Jackson Hole Soda.

## Certificates

**Certified Brand Ambassador (CBA)**

Jan 2022

**Professional Certified Marketer (PCM)**

Jul 2020

## Memberships

**1. American Marketing Association (AMA)**