

# Rena Gumucio

Demonstrator

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## Education

### Certificate in Product Demonstration and Sales Techniques at Casper College, Casper, WY

Aug 2017 - May 2022

Relevant Coursework: Product  
Demonstration Strategies, Sales  
Techniques and Persuasion,  
Customer Engagement and  
Interaction, Presentation Skills,  
Marketing and Promotion, and  
Sales Ethics.

## Links

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

## Skills

Python programming

Public speaking

CAD design

Video editing

Conflict resolution

Robotics engineering

Adobe Photoshop

## Languages

English

Russian

## Hobbies

## Profile

Dedicated Demonstrator with 1 year of experience in promoting and showcasing products to potential customers. Quick learner with exceptional communication skills, adept at understanding the unique selling points of various products and presenting them effectively. Proven ability to engage with diverse audiences, increase brand awareness, and drive sales growth. Highly adaptable and committed to providing excellent customer service while fostering positive brand experiences.

## Employment History

### Demonstrator at Wyoming Demonstration Services, WY

May 2023 - Present

- Successfully demonstrated and promoted over 50 products across various industries, resulting in a 25% increase in sales for Wyoming Demonstration Services in the year 2020.
- Developed and implemented a new training program for incoming demonstrators, which reduced onboarding time by 30% and increased employee retention by 20% within the first six months of implementation.
- Collaborated with marketing teams to design and execute 10 high-impact demonstration events, generating a 35% increase in leads and a 15% increase in overall brand awareness for Wyoming Demonstration Services during the fiscal year 2019.

### Assistant Demonstrator at Wyoming Product Demonstrators, WY

Sep 2022 - Apr 2023

- Successfully increased product sales by 35% within the first six months of employment by effectively demonstrating products and engaging with customers at various retail locations in Wyoming.
- Implemented a new demonstration strategy that led to a 50% increase in customer inquiries and a 25% boost in product trials, significantly contributing to the overall growth of the company.
- Consistently met and exceeded monthly sales targets, achieving a 120% average sales target accomplishment rate, which resulted in being recognized as the top-performing Assistant Demonstrator in the region.

## Certificates

### Certified Professional Demonstrator (CPD)

Jan 2022

### Certified Product Trainer (CPT)

Nov 2020

## Memberships