Tanisha Greene

LEAD AMBASSADOR

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SUMMARY

Lead ambassador with 8 years in promotions and retail, now running teams of 6 to 15 brand ambassadors at Las Vegas casino, convention and festival events. Handles team leadership, staff training, brand activations and product sampling, plus inventory management and sales reporting for each shift. Known for clear communication skills and calm customer service in big crowds.

SKILLS

Team Leadership • Staff Training • Brand Activations • Product Sampling • Inventory Management
Sales Reporting • Lead Capture • Retail Sales • Customer Service • Communication Skills

EXPERIENCE

Lead Ambassador

04/2023 - Present

Neon Desert Promotions

Las Vegas, NV

Promotions agency staffing brand events on the Strip and at convention centers.

- Lead teams of 6 to 15 ambassadors at **90+** casino, convention and festival activations a year.
- Train 50+ new ambassadors a year on brand talking points, ID checks, sampling rules and lead capture.
- Manage event inventory of samples, giveaways and displays, keeping shrink under 2% across all events.
- Compile shift recaps with photos, sample counts and leads, delivering each to the client within 24 hours.

Brand Ambassador

05/2020 - 03/2023

Silver State Event Staffing

Las Vegas, NV

Event staffing agency for spirits, beverage and beauty brands.

- Ran sampling and demo stations for 12 spirits, beverage and beauty brands at resorts and conventions.
- Collected 400+ leads per convention day on tablets, beating client targets at 20 trade shows.
- Covered as acting team lead on 30 events, scheduling breaks and filling staffing gaps on site.

Retail Sales Associate

06/2018 - 04/2020

Summerlin Sport and Outdoor

Las Vegas, NV

Sporting goods and footwear store.

- Sold footwear and outdoor gear to 50+ customers a shift and reached monthly sales goals in 18 of 22 months.
- Opened the store 3 days a week, counting the cash drawers and preparing the floor before doors opened.
- Built weekend displays for new arrivals that lifted featured-item sales by about 15%.

EDUCATION

Associate of Arts

05/2019

College of Southern Nevada

Las Vegas, NV

Business

CERTIFICATES

TIPS On-Premise Certification

Health Communications, Inc.

02/2024

Alcohol Awareness Training Card

Nevada Department of Taxation approved provider

05/2020