# Kayla Thompson

Retail Brand Ambassador

kayla.thompson@email.com (614) 555-0137 Columbus, OH linkedin.com/in/kaylathompson

## SUMMARY

Retail brand ambassador with 2 years representing a smart home brand across 6 big-box stores in central Ohio, after 2 years of electronics sales. Handles product demonstrations, retail sales, merchandising and planogram compliance, and trains store staff on product features. Able to work independently on a rotating store route, with clear communication skills and professionalism.

## EXPERIENCE

### Retail Brand Ambassador

08/2024 - Present

Brightside Retail Marketing

Columbus, OH

*Retail marketing agency placing brand staff in big-box electronics stores.*

- Run product demonstrations of smart doorbells, cameras and speakers for **80+** shoppers a weekend across 6 stores.
- Train 40 store associates on product features and setup, helping lift brand unit sales 22% in covered stores.
- Check displays, pricing and planogram compliance on each visit, fixing 90% of issues before leaving the store.
- Record sales, stock levels and shopper questions in the agency app and send a weekly report to the regional manager.

### Sales Associate

06/2022 - 07/2024

Easton Home and Tech

Columbus, OH

*Independent consumer electronics and appliance store.*

- Sold laptops, TVs and accessories, averaging $18K in monthly sales and finishing in the top 3 of 15 associates.
- Attached protection plans and accessories to 35% of large sales, above the store goal of 25%.
- Merchandised 4 aisles of displays to the planogram after every weekly ad change.
- Resolved customer returns and setup issues at the service desk, keeping store survey scores above 90%.

## SKILLS

- Product Demonstrations
- Retail Sales
- Merchandising
- Planogram Compliance
- Product Training
- Customer Service
- Sales Reporting
- Protection Plan Sales
- Work Independently
- Communication Skills

## EDUCATION

### High School Diploma

05/2022

Westerville North High School

Westerville, OH