**Cindy Martinez**

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**Brand Ambassador**

Genuine Client Connection | Brand Awareness | Creative Sales & Service

*Creating vivid stories of brands that enhances growth and sales*

Wine/Spirits Brand Ambassador with 10+ years of experience building brand awareness through storytelling and making delicious cocktails. Generate brand interest through tastings, bartending, and breathing new life to brands in formal and informal settings from small bars to stadium venues. Proven ability to genuinely captivate and influence customers to stay longer and purchase more.

EXPERTISE

* Establish positive rapport
* Assess client needs
* Lead wine/spirits tastings
* Generate high wine/spirits sales
* Tell stories to communicate vision
* Create fun, engaging experiences
* Quickly learn about multiple products
* Research to assess market trends

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# PROFESSIONAL EXPERIENCE

**Consumer Educator** 2010 - Present

Hart Agency, New York, NY

* Led wine/spirits tastings in on/off premise venues to drive consumer interest in and enhance consumer confidence in brand
* Highlighted features and benefits of each brand often resulting in high sales. Sold 185 bottles of Hennessy brands including multiple cases as a result of highlighting established reputation
* Achieved a 47% conversion rate of Castillo de Monseran Garnacha wines resulting in selling out remainder of store's stock
* Trained over 50 new consumer educators in developing strategies to build consumer relationships and achieve high sales
* Established excellent reputation as one of the top selling consumer educators

**Bartender** 2017 - 2018

Burger & Lobster, New York, NY

* Mixed both classic and modern craft cocktails for customers at 120 seat restaurant/bar.
* Ensured smooth operations of bar to generate sales
* Batched popular specialty cocktails to decrease customer and service wait times to increase sales
* Guided customers through vivid description and upselling to cocktails, beers, and wines
* Facilitated wine/spirits tastings of new products to servers to increase product knowledge and upselling skills

**Bartender** 2015 - 2016

Yankee Bar & Grill, Bronx, NY

* Promoted popular bar deal of 24oz beer and shot specials.
* Rang in sales ranging from $750-$2,000 during Yankees home games.
* Fostered an environment of fun and positivity through excellent hospitality, continuous awareness of Yankees scores, and connecting with customers during all stadium events

**Bartender** 2013 - 2015

Alex Steakhouse, New York, NY

* Prepared cocktails, beers, wines, sangrias and juices for 129 seat restaurant
* Educated and upsold customers to new drinks offered by restaurant
* Collaborated with restaurant owners to suggest new beers and wines to sell based on emerging trends

**Bartender** 2010 - 2013

The Dugout, Bronx, NY

* Sold $100 worth of drinks within first few minutes of Opening Day
* Sold $753 worth of beers, cocktails, and shots to a party of 20 on a slow Tuesday evening
* Assessed customer needs of a Yankee themed shot and created a specialty shot which led to multiple sales

**Bartender**  2008 - 2010

Stone Creek, New York, NY

* Ensured smooth operations of busy happy hours and sports events
* Collaborated with colleagues to include higher selling cocktails and food items for menu update
* Brought charm and charisma to the mix for customers to have an excellent experience leading to repeat customers and sales

**Project Coordinator**  2007 - 2008

Puerto Rican Family Institute, Brooklyn, NY

* Reduced marketing costs by 30% in first four months by persuading local news media outlets to publish five promotional articles highlighting the Institute's programs and community benefit
* Restructured program promotional flyers which led to 40% increase in referrals during first two months and a 95% retention rate of participants in both courses
* Planned all aspects of Healthy Marriage workshop courses, including securing locations, finalization of dates/times, and ensuring childcare was provided for those participating in Healthy Marriage workshops

EDUCATION

Master of Arts, Psychology ■ New York University ■ New York, NY

Bachelor of Arts, Social Science ■ Hofstra University ■ Hempstead, NY

COMPUTER SOFTWARE

Microsoft Office

POS Systems

Aldelo, Future, Octopus, Clover, Squirrel