

Jennifer "Kaylene" Carter
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(615) 828-2644

SKILLS/ABILITIES

Organizational/Management

- Ran my own promotions, including setup and breakdown
- Conducted market research and demographic studies
- Trained bartenders at busy Orlando nightclub
- Prepared weekly inventory reports and submitted to supervisor
- Ran charity event for PGA Tour

Customer Relations

- Interacted with customers in many different types of environments
- Distributed samples and product brochures
- Conducted customer surveys and discussed new products
- Directed buyers for major sports teams to convention booth, set up appointments

Communication

- Wrote articles for local magazine: Orlando Spotlight
- Met with managers and bartenders for product pushes at upscale restaurants and clubs

Sales

- Wine, Liquor, Beer, Health and Beauty Products, Cosmetics, Concert Photos
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PROMOTIONS

Maxim, PGA Tour, Cover Girl, US Army,	July 2002- June 2003
Hawaiian Tropic, Icebreakers, Tyson Foods, Nesquik, Pontiac, Captain Morgan, Marlboro, Caress, Boston Market, Winterfresh, Blimpie	
House of Blues, Nokia, Vaseline Intensive Care, Suave, Oral-B, Axe cologne, Jack Daniels	July 2003- June 2004
Pepsi, Miller Lite, Harley Davidson, Dos Equis	
Clairol Natural Instincts, Chevrolet, Jovan Heat, Heineken Lite, Heavenly Cigars, Absolut Vodka	July 2004- July 2009

MARKETING

Southern Wine and Spirits	Dec. 2002- June 2009
Soleil Marketing	Dec. 2002- June 2009
L.A. Promotions	June 2004- Jan. 2006
Pierce Events	Jan. 2003- April 2004
Influence Marketing	Feb. 2003- Aug. 2004
Alloy Marketing & Promotions	April 2003- May 2004
Say Aloha Marketing	Aug. 2003- Dec. 2003
Spotlight Promotions & Marketing	Aug. 2003- Dec. 2009
