

10:00 Friday 3/22/13

Reference by Mike Pareen

MICHAEL GOLDSTEIN

1757 Orange Dr. Apt 206
Hollywood, CA. 90068

mikejgoldstein@hotmail.com

(215) 901.2860

EDUCATION

Temple University, Philadelphia, PA

February 2004

Bachelor of Arts, Communications

Significant Course Work: *Advertising, Marketing,*

EXPERIENCE

PromoWorks, Los Angeles, CA.
Engagement Specialist

October 2011- Present

Responsibilities: Set-up various promotions at local markets and specialty stores.
Relayed important information to the consumer about the sampled product while managing inventory and daily quotas.

Attack Marketing, Los Angeles, CA
Brand Ambassador for Coffee Bean & Tea Leaf Co.

November 2010-September 2011

Responsibilities: Promote CBTL new line of espresso, coffee, and tea machines at various locations in Los Angeles area.
Set-up and break-down of display at events.
Educate the consumer of benefits of new product and answer any questions or concerns they may have.
Sampled coffee and tea to patrons at events.

Melona Ice Cream, San Diego, CA
In- store demonstrator

August 2010 – Sept 2010

Responsibilities: Promote Melona ice cream in Costco stores around the San Diego area.
Inform the consumer about the product.
Assist in inventory, set-up promotion and break-down of promotion.

Winmark Concepts, San Diego, CA
Brand Ambassador for Hansen's Natural Soda

May 2007- Sept 2009

Responsibilities: Use direct marketing strategies to boost product sales.
Organized and sampled products at concerts, charity affairs, sporting events, races, and after school activities.
Delivered product to and from events.

San Diego
Phil } - Restaurant exp