

# Amy Rodriguez

7+ former experience in Healthcare Administration and Case Management

San Jose, Ca  
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## EXPERIENCE

### **Mammoth Distribution, Northern CA — Sales Assistant**

August 2021 - PRESENT

Planning, scheduling, and executing in-store activations, as well as coordinating collateral and promotional units. Merchandising brands within Mammoth throughout Northern California accounts. Providing staff training, sales services, and customer satisfaction activities to encourage customer retention and brand growth. Engaging leads to expand product lines or introduce brands to existing accounts. Creating digital assets for product launches, demos, and in-store promotions.

### **Kiva Confections, Northern CA — Brand Ambassador**

October 2019 - June 2020

Providing ground level marketing and education for over 50 accounts in Northern California. Offering support to new accounts in the form of staff training in-store demos, and larger takeover events. Educating customers on product offerings via unmedicated samples. Working with the sales department to expand product lines. In-store merchandising every quarter. Pitching new ideas for social media and industry events.

### **Harborside Health Center, San Jose — Lead Sales Consultant**

November 2017 - August 2019

Providing excellent customer service. Conducting one on one consultations for both medical and recreational customers. Extensive product knowledge. Establishing relationships with vendors. Running Instagram and Twitter accounts. Managing a team of 10 including writing schedules, interviewing and training new staff, correcting timesheet discrepancies.

## EDUCATION

### **Patten University Oakland, CA — B.A. in Clinical Psychology**

August 2007 - May 2011

### **National University, Location — M.S. in Marketing**

April 2021 - March 2022

## SKILLS

Customer relationship management

Event planning

Digital and Social Media Marketing

Public speaking

Cannabis industry insight and experience

Networking

Branding and merchandising

## REFERENCES (CONTACT INFORMATION AVAILABLE UPON REQUEST)

**Pedro Fonseca**, Director Of Retail for Harborside Health Centers

**Kirstie Price**, Director of Strategic Partnerships for Mammoth Distribution

**Bella Brown**, Northern California Marketing Director for Lowell Farms

**Genevieve Garcia**, Sales Manager at Harborside San Jose

## LANGUAGES

English and Spanish (spoken and written)

