

# TYLER VISAGIE

**BRAND AMBASSADOR | FIELD MARKETING | TEAM LEAD**

Austin, TX | 513-379-1444 | tylervisagie@gmail.com

## PROFESSIONAL SUMMARY

High-volume experiential marketing professional with 5+ years of Austin field experience and 3,750+ brand ambassador hours across 600+ activations, demos, tastings and conferences. Trusted for team leadership, retail sales, guest engagement, event logistics and detailed reporting. Experience representing 180+ brands and campaigns across health and wellness, CPG, technology, automotive, entertainment, beverage and lifestyle.

**3,750+ BA HOURS | 600+ ACTIVATIONS | 180+ BRANDS/CAMPAIGNS | 80+ AGENCIES & CLIENTS**

## SELECTED EXPERIENCE

**NATURE'S FYND | Market Captain** | Austin, TX
*May 2024 - May 2025*

- Managed the Austin-area Whole Foods demo program, coordinating 10+ brand ambassadors across 500+ demos.
- Communicated with store managers and field staff, organized inventory and storage, resolved execution issues and maintained weekly reporting.
- Team averaged 30+ units sold per demo.

**WILDE PROTEIN CHIPS | Brand Ambassador** | Austin, TX
*January 2024 - September 2025*

- Completed 110+ Whole Foods and Sprouts demos, including high-volume roadshows; sold 3,000+ units through sampling, product education and direct customer engagement.
- Maintained strong store relationships, inventory control, sales recaps and reporting across multiple Austin locations.

**MULTIPLE EXPERIENTIAL MARKETING AGENCIES | Brand Ambassador / Team Lead / Field Marketer** | Austin, TX
*October 2020 - Present*

- Executed high-volume campaigns at conferences, festivals, college campuses, retail stores, sporting events, VIP functions and street-team activations.
- Led teams and activation areas for Coca-Cola Sustainability at Star Spangled Fest, Postmates at AfroTech and Everlywell; handled staff direction, games, giveaways, guest flow and onsite problem-solving.
- **Supported major campaigns for:** Google, Amazon, Apple, Nike, Porsche, Netflix, Waymo/Uber, Chewy, Liquid Death, American Express, Corona Premier, LaCroix and more.
- Performed registration and check-in, badge scanning, lead capture, sampling, product sales, VIP hospitality, line management, wayfinding, setup/breakdown, inventory and post-event reporting.
- Completed 200+ retail tastings and demos for health, wellness, CPG and beverage brands including EBOOST, Recover 180, CoAqua, 8th Wonder, Goodblend, Hop WTR and Wildwonder.

## ADDITIONAL BRANDS REPRESENTED

**Fitness, Health & Wellness:** VitaHustle, Core Culture, The Feed, SPIbelt, SET Active, Harbor Health, Verathon
**Food & Beverage:** BioSteel, BodyArmor, Perrier, San Pellegrino, Aqua Panna, Pepsi Zero Sugar, Halo Top
**Beer, Wine & Spirits:** Jameson, Patron, Glenlivet, Smirnoff Ice, TX Whiskey, Avion, Bud Light, FitVine
**Technology & Financial Services:** Dell, Meta, Oracle, Goldman Sachs, JPMorganChase, Truist
**Entertainment, Retail & Lifestyle:** TikTok, CBS, iHeartRadio, Invincible, Walmart, Kendra Scott, OUAI, Steve Madden, Veronica Beard

## CORE SKILLS, CERTIFICATIONS & EDUCATION

### CORE SKILLS

Team leadership | Staff coordination | Retail demos | Product sampling | Sales and upselling | Guest engagement | Conference registration | Lead capture | VIP hospitality | Setup/breakdown | Inventory | Recaps and reporting | On-premise/off-premise activations

### CERTIFICATIONS

TABC | Texas Food Handler Permit

### EDUCATION

**Wittenberg University**
B.A. Marketing, 2014
Minor: Sociology