**James Miskimen**

**Brand Ambassador | Mascot | Inspiring Tour Manager**

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Springdale, Arkansas

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**PROFESSIONAL SUMMARY**

A highly adaptable and persistent problem-solver, trusted by leadership to resolve complex, novel challenges. Versatile professional with a cross-functional skill set spanning technology, media production, project management, customer service, and sales. Recognized for a unique ability to tackle novel problems and a tenacious approach to finding solutions. Excels in dynamic environments, confidently navigating both technical and client-relations challenges.

**WORK EXPERIENCE**

**Brand Ambassador / Activation Team (setup/breakdown)**

Walmart/Momentum | Walmart Associates Week (via The Hype Agency)

**Activation Dates:** May 5th - June 6th, 2025

**Location:** Fayetteville, AR

**The Hype Agency Contact:** Raina Sadowski

**Momentum Contact:** Cierra Pierce, Jordan Zielinski, Marla Martinez

**Summary:** Set the activation site for the Spark Shop pop-up store for two locations according to a detailed planogram and guidance of on-site contacts. Unpackaged and set merchandise. Organized backstock, restocked merchandise, assisted customers with merchandise and surveys, packaged goods at end of activation, wrapped and labeled pallets, used pallet jack to move pallets to loading locations, assisted with breakdown and truck loading.

**Skills**: Pallet Jack, Setup/Breakdown, Customer Service, Surveys

**Mascot ("Tony The Tiger")**

Kellanova @ Walmart Supercenter Store 100 (via LuckyXP)

**Activation Dates:** June 4, 2025

**Location:** Bentonville, AR

**Lucky XP Contact:** Casie Wagoner

**Onsite Contact:** Lee Griffin

**Summary:** Embodied the "Tony the Tiger" character, creating a fun and memorable experience for store employees and Wal-Mart customers. Engaged with families and staff, posing for photos, enhancing brand visibility.

**Skills:** Mascot, Public Engagement, Time Management, Brand Promotion

**Merchandising / Store Reset**

Walmart/Momentum @ Walmart Corporate Office Spark Store (via The Hype Agency)

**Activation Dates:** May 5th - 6th, 2025

**Location:** Bentonville, AR

**The Hype Agency Contact:** Raina Sadowski

**Momentum Contact**: Cierra Pierce

**Summary:** Executed the team reset of the Spark Shop according to a detailed planogram and guidance of on-site contacts. Unpackaged and set merchandise, steamed clothing, dressed mannequins.

**Skills:** Merchandising Reset, Planograms, Mannequins, Steamer

**Brand Ambassador / Activation Team (setup/breakdown)**

**Walmart @ Spring Grilling Event (via The Hype Agency)**

**Activation Dates:** May 24th, 2024

**Location:** Springdale, AR

**The Hype Agency Contact:** Raina Sadowski

**Summary:** Engaged directly with hundreds of Walmart shoppers, assisting with activities and cleanup.

**Skills:** Brand Promotion, Cleanup, Setup/Breakdown

**Team Lead**

Assist Marketing Nathan’s Sprinter Tour | 05/21/2016

**Sampling**

Across The Nation Coke Zero Sugar | 09/20-9/24/2017

VIP Talent and Events Mountain Dew College | 04/03/2017

Assist Marketing Kretschmar | 04/02/2016

**Promo Model**

Assist Marketing Belk College Football | 11/5/2016

Assist Marketing Nathan’s Sprinter Tour | 05/05 - 05/08/2016

**Labor Staff**

Clearly Promotions MN State Fair | 09/05/2017

**Mascot**

VIP Talent Twix (Left Twix) | 05/04/2016

Spotlight Characters Starwars (Hans Solo) | 06/01/2016

**Corporate Training**

Bi-Jingo Actor Trainer Unilever Workshop | 11/17 – 11/18/2016