

KEVIA CROFT

BRAND AMBASSADOR & LIVE HOST

Live Events | Audience Engagement | Media Production | Social Media | High-Volume Presentations
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PROFESSIONAL SUMMARY

Engaging brand ambassador and live host with 15+ years of combined experience in live entertainment, product education, and client engagement. Brings an approachable presence and persuasive communication to product promotion, audience connection, and live presentations, with performance experience at Madison Square Garden. Hosts onboarding for 25+ paid community members weekly and has delivered 70+ product trainings monthly. Produces branded content generating 1M+ weekly views and 1,000+ monthly leads, connecting audience attention to measurable brand results.

CORE CAPABILITIES: Live Hosting | Member Onboarding | Brand Representation | Audience Engagement | Product Demonstrations | Event Activations | Customer Education | On-Camera Presentation | Media Production | Training | Lead Generation | Sales Enablement

SELECTED RESULTS: 1M+ weekly content views | 1,000+ leads generated monthly | 98% onboarding customer satisfaction

PROFESSIONAL EXPERIENCE

Brand Ambassador, Live Host & Media Production Manager | Content Cartel 2026-Present

- Host weekly live onboarding and implementation sessions for 25+ paid community members, creating a welcoming first experience, explaining platform features, and answering questions in real time; achieved 98% customer satisfaction.
- Produce five social graphics in a user-generated content (UGC) style weekly that generate more than 1 million weekly views and 1,000+ leads per month.
- Represent the brand across events and digital platforms while coordinating live-event media and weekly assets for brands reaching a combined audience of more than 5 million followers.

Brand Activation & Event Producer | Four Angels Enterprise 2025-2026

- Planned and executed a free Dallas-area brand activation within 60 days, developing the program, guest experience, speaker coordination, logistics, and production for nearly 75 attendees and four national speakers; secured three event sponsorships and an in-kind media partnership.

Director of Marketing Operations | Content Atlanta 2022-Present

- Lead client-facing content sessions, on-camera coaching, and live-event media production; built distribution systems generating 4M+ monthly organic views.

Senior Director, Account Management & Program Operations | Stayly 2022-2023

- Owned and hosted live onboarding for new customers, building the presentation flow, SOPs, resources, and follow-up process that supported growth from 253 to 1,103 active accounts.
- Recruited, hired, trained, and managed six account managers and virtual assistants, establishing service standards and coaching the team on consistent onboarding delivery.
- Created the programming and served as live host for a weekly virtual real estate education series attended by 50–80 community members per session, shaping topics, guiding the program flow, and delivering an engaging experience that helped stabilize member retention.

Buy-Side Account Manager / Fixed Income Specialist | Bloomberg LP 2017-2019

- Hosted 70+ live virtual product trainings monthly and supported 300+ institutional professionals weekly, translating complex financial tools into clear, audience-friendly demonstrations.
- Delivered tailored onboarding across 60+ monthly client visits, helping increase user traffic 55% quarterly; produced three client events monthly that increased engagement 25%.

FEATURED EVENTS & BRAND ACTIVATION

Content Cartel Brand Ambassador | InvestFest 2026 August 2026

- Represented Content Cartel at InvestFest, a three-day festival attended by 31,000+ people, engaging prospective customers, explaining program benefits, and generating 100+ leads through face-to-face conversations.

Live Event Host | Four Angels' Masterclass 2026 May 2026

- Hosted the Four Angels Masterclass for nearly 75 attendees, introducing four national speakers, guiding the program, managing live transitions, and maintaining an engaging, polished guest experience.

DJ & Live Event Performer | Selected Early Career Experience - New York, NY. 2007-2013

- Performed as a DJ at a New York Liberty game at Madison Square Garden, BET's 106 & Park, and the Black Girls Rock! Awards, developing confidence engaging large live and televised audiences.
- Curated music, read audience energy, and adjusted pacing in real time across sporting events, television productions, award shows, and community events.

FAHERTY | SALES ENGAGEMENT LEAD: Presented 40+ product SKUs and helped increase average transaction value by 15%.

HERBALIFE | PRODUCT DEMONSTRATOR: Hosted 1–3 product demonstrations daily and grew monthly sales by 10%.

EDUCATION

Spelman College | B.A. Economics, Cum Laude May 2017

Harvard Business School Online (HBX) | Credential of Readiness (CRe) Spring 2017

TOOLS: HubSpot | Google Workspace | Canva | CapCut | Final Cut Pro | DaVinci Resolve | OBS