

# Aaron M. Atencio

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- EXPERIENCE**
- [Yellow Tail] Wine – Select Australian Reserve National Tour** Nationwide  
*Tour Manager* Summer 2010
- Created an atmosphere of refinement while maintaining brand's carefree, Aussie image.
  - Developed a system whereas staff could quickly and easily learn the basics of a specialized product.
  - Adapted constantly to the unusual and various alcohol laws throughout the country.
  - Maintained to the highest standards presentation of high-end, upscale vehicle.
- Airhead Pops – US Youth Soccer National Sponsorship Tour** Nationwide  
*Tour Manager* Summer 2009
- Engaged children in being excited about healthy activity and eating sweets in moderation.
  - Identified the unique personalities of children in order to create a level of comfort and fun.
- Nature's Best Science Diet Pet Food – various tours & events** U.S./Canada  
*International Tour Manager* 2007-2012
- Extensively trained regarding the broad yet complex topic of pet food and health.
  - Managed and trained certified vet technicians to serve as promotional ambassadors.
  - Developed an informational and conversational approach to each customer interaction.
  - Gained understanding and exercised creative ways of dealing with obstacles of working in another country.
- Hannah Montana & Miley Cyrus – Best of Both World's Concert Tour** Nationwide  
*Tour Manager* Fall 2007
- Oversaw official sponsorship by *OfficeMax* for extremely high-profile concert tour.
  - Exhibited ability to execute at a constant energetic-output during an extremely fast-paced schedule.
  - Facilitated demand of constant deadlines on a consistent basis in a compressed time frame.
  - Effectively mastered the flow of command found on a tour of immense size and scope.
  - Gained experience in quickly deconstructing large arenas and best adapting to each unique layout.
- Mentos – Get Fresh Tour** Nationwide  
*Tour Manager* 2007
- Successfully lead my team to genuinely exude a vibe of being upbeat, super friendly and fun.
  - Created engaging buzz and crowd excitement through interactions and *Mentos* geysers.
  - Mastered on-the-road setup of attention-grabbing promotional vehicle in various locations.
  - Interacted with a broad spectrum of market from children to seniors.
- Mexico Board of Tourism – Wouldn't You Rather Be in Mexico Tour** East Coast  
*Assistant Tour Manager* Fall 2005
- Trained, supervised, and motivated different in-market talent in this unique display scenario.
  - Displayed confidence and acute attention to detail in performing in an ultra-visible setup.
  - Independently arranged and budgeted fly-in, fly-out travel logistics.
- Gap Inc. – Find Your Favorite Fit, Get Your Favorite Song** Denver, CO  
*Market Manager* August 2005
- Responsible for successfully maintaining program integrity and effectiveness.
  - Casually channeled fashionable personality of the brand through myself and each ambassador.
  - Frequently communicated between agency, staff, and proactive client.
  - Engaged and maintained the attention of busy consumers.
- The Walt Disney Company** Lake Buena Vista, FL  
*Walt Disney World College Intern* Summer 2000
- Gained invaluable exposure to one of the world's most prestigious hospitality and experience creators.
  - Greeted 16,000 customers each day at Disney's live *Fantasmic* show with enthusiasm.
  - Experienced working and living alongside colleagues from all over the world.
  - Participated in on-site production of the Disney Channel's television programming.
  - Witnessed the behind-the-scenes operations of a class-A company culture.
- Promotional Advertising/Marketing/Event Management** Denver, CO  
*Market Manager & Brand Ambassador* May 2004 - ongoing
- Served as market manager for events for *Qwest Communications*, *Glamour Magazine*, *Werner Publishing*, *Expedia.com* as well as performed as talent for over 25 promotions since 2003.
- SKILLS**
- Travel - Cultural Communication – Technology - Photography**
- Planned, customized, and managed logistics as well as applied money management skills to budget vast amount of international trips allowing me to experience 65+ foreign countries within fifteen years.
  - Immense travel has lead to my proficiency in communication, extraordinary presentation, social aptitude, unique creativity, unparalleled adaptability, and countless experiences that have inspired my creativity.
  - Extremely resourceful in technology, mobile communication and setup, and social media.
  - Capable of creative and impressive photography.
- EDUCATION**
- University of Colorado – Leeds School of Business** Boulder, CO  
Areas of emphasis: **Marketing & Management** **Bachelor of Science**
- Hong Kong Baptist University- International Business Study Abroad Program** Hong Kong, S.A.R.

## References from others within the industry for Aaron Atencio:

Direct links to each person's contact information can be found on my website at: [www.about.me/atencio](http://www.about.me/atencio)

*Aaron was, without a doubt, the most competent promotional manager I ever had the privilege of working with. I have participated in product and event promotions for four years with various companies and assignments, and I grew accustomed to working with people who were satisfied with the bare minimum. Aaron, on the other hand, was smart, business-savvy, and had the foresight to direct the team to the areas and methods that would be most effective advertising for the client. I would highly recommend him for any position; especially one involving managing skills.*

- Jennifer Hale ~ Salt Lake City, UT ~ Director at Studio Kids Music

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*Working with Aaron was an experience I will never forget! In the 8+ years I have been in this industry, he is undeniably one of the best Tour Managers I have worked with. His level of professionalism and impressive leadership skills were beneficial to the public, event staff and most importantly his client. Any brand would be extremely fortunate to have someone of his caliber as its representative!*

- John Kennedy ~ Los Angeles, CA ~ Actor

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*I've known and worked with Aaron for several years. Aaron is an honorable, hard working, and a kind person. Aaron is at the top of my best people to know list. I so wish I could clone him! We need more people like Aaron in this world!*

- Karen Terese ~ Denver, CO ~ Marketing Tour Manager

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*Aaron exemplifies professionalism, and is not only an incredibly RESPONSIBLE person, but is outgoing, fun, and a TOTAL joy to work with. His work ethic is OUTSTANDING, he is creative, punctual, and the best at MOTIVATING his coworkers to do their BEST at their given job!*

- Heather Davis Johnson ~ Draper, UT ~ national host, spokesmodel, actress

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*Aaron is very organized, fair, extremely personable, very time oriented and overall just an exceptional person to have met and spent a great experience on tour with.*

- Marc Lacroix ~ Albuquerque, NM ~ Case Manager at Step Above

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*I really enjoyed working with Aaron! I knew, no matter what happened, when I got to the job, he'd be there with a big smile on his face. He solved problems that would arise quickly, and got the job done. If I had the chance to work with him again, I wouldn't hesitate; even if it was giving away dog food, in the rain, and getting pooped on by birds.*

- Lauren Palidwor ~ Vancouver, BC ~ Market Manager

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*Aaron is a great leader who encourages and motivates others to do well. He has a fun personality that makes one want to be around him and work hard to please him. I worked as a Brand Ambassador for a Mentos Promotion in Boise, Idaho. My experience with Aaron as a tour manager compared to other marketing jobs was unique because the communication was consistent and standards were high. After working with Aaron, it is easy to tell that he is a person who loves life so he makes certain that he enjoys his job and takes pride in everything that he does.*

- Sydney Mohsenion ~ Boise, ID ~ Business Owner

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*I had the pleasure of working with Aaron during a national promotion. Not only is Aaron a wonderful tour manager, he is organized and thoughtful. He leads by setting a good example and he makes work fun!*

- Casey Messer ~ Albuquerque, NM ~ TV Host Naked Trailers on Reelz

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*Aaron has been my favorite tour manager of all time. Aaron made sure that all of our groups got along and he made the environment comfortable and fun. I've done many promotional tours but the tours that we did together will by far be my favorite memory. He also is a man of his word, he said that he would stay in touch about any upcoming tours that I would be interested in or a candidate for and sure enough, 6 years later, he has kept his word. No other tour manager has taken the time to do such kind acts for people, but I know Aaron does it for many people out of the kindness of his heart. He knows how to manage a team with effectiveness but still allow everyone to have fun and be themselves. I would recommend Aaron hands down. He is the kind of man you want running the show. He's caring, he's innovative, an extrovert, genuine, responsible and accountable. There are few quality people left, but he is definitely one of them. If I were to assemble my own team of all stars he'd be one of my very first picks.*

- Kimberly Im ~ Portland, OR ~ Project Manager at PndIm

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*It was an absolute pleasure working with Aaron. He was very organized and handled all types of people diplomatically, and timely. Compared to other managers, he gave directions very clearly. Upmost professional. He was fabulous to work with!*

- Michelle McLuckie ~ Zurich, SW ~ University of Zurich

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*Aaron was a great tour manager. He commits himself to maintaining a positive attitude while working hard and encourages employees to do the same. He genuinely cares about doing an outstanding job regardless of the size of the task. Any employer would be lucky to utilize his leadership.*

- Jesika Kiesel ~ Seattle, WA ~ Global Kids International

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*Aaron is the best manager I've ever worked for before. He is very responsible, assertive, dedicated, & passionate about his job. He made sure all the people working for him were on time & on point but made sure we had fun while working. I would definitely work with him again!*

- Marissa Sheridan ~ Denver, CO ~ Brand Ambassador

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*Aaron was my manager on the Hills pet food promo tour, and was a great mentor in that he held many responsibilities during that time (and did them well) such as training, event set up, effectively managing a crew of several people; all the while with a personable yet professional attitude.*

- Vanessa Ash ~ San Francisco, CA ~ Registered Veterinary Technician