



## Rydia Q Vielehr

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5'7" 125 lbs

36/26/36

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Dress: 6

Shoe: 9

Super Energetic, Well-Spoken, Outgoing, MIT Graduate  
Owns Reliable Vehicle, Available for NYC/Greater Boston Area Markets  
Favorite promotions include AutoShows, Video Games

### EXPERIENCE

#### Manager/Lead

##### **Superleague 2015-2016**

Brand Ambassador for test events and IT Specialist for Season 2/3 of Minecraft's Superleague, Supervise execution of program and troubleshoot network issues

##### **Nintendo Holiday Experience 2015**

Assistant Field Manager for month long video game promotion, Supervise Brand Ambassadors, Photograph & reporting recap

##### **Keurig Pop-Up Cafe 2015**

Supervise others in Keurig sampling, Encourage consumers to enter contest, Assist with load-in/load-out, Photograph & upload recap

##### **The Frye Company 2014**

Supervise others in engaging returning students/parents about Frye Boots, Responsible for Boot Pickup, Photograph & upload recap

##### **Bud Light – Whatever, USA 2014**

Supervise in conducting surveys at Bud Light events, Photograph & upload recap, Receive & return tablets

##### **“Tagkast” Auto Events 2014**

Either alone or managing other, Photograph & upload event photographs using specialized equipment, Receive & return equipment

##### **“Auto Dealership Events” 2014**

Greet & register customers, Check winning lottery number, Assist dealership owner, Send in detailed recap sheet and photographs

##### **“The Club” Mall Program 2012-2014**

Supervise teams to encourage shopper sign-ups, Track premiums, Many events have additional elements (Halloween, Kids Fest, Holiday Events, Fashion Show)

#### Costume

##### **Bimbo Bear 2014-2016**

Costumed as the Bimbo Bear Mascot for Entenmann's, Participate in photographs and promote brand at Walmart or Holiday Events or Fenway Park

##### **Midwest Gaming Classic 2016**

Costumed as Mortal Kombat's Mileena, Participate in photographs and hand out flyers for Make Cents Variety Game Store

##### **TJ Maxx/Marshalls 2009-2016**

Various promotions: Flash Mob Carolers, Costumed Elves, “What Not to Wear”, Grand Opening  
Most events include a day of fittings or rehearsals, Highly energetic street teams through Boston and NYC encouraging shoppers

##### **Temple Con 2013-2015**

Special Guest and Costumed MC for “Imperium” (2015), “Black Ice Ball” (2014), “Helix” variety show (2013),  
Role-playing game adventure design panelist & book reader (2015), Entertain crowd and introduce acts

##### **New York Comic Con 2014-2015**

Costumed model and personal guide to attendee, Participate in photographs and take photographs

##### **Boston Comic Con 2014**

Mustached and branded, Draw attendees to booth and encourage them to see showing of “My Name is Jonah”, Participate in photographs

##### **School Nutrition Information Annual Convention 2014**

Costumed as the Pillsbury Doughboy Mascot for General Mills, Participate in pictures, dance, giggle, and mingle with convention goers

##### **New York Comic Con 2013**

Costumed model for Aerostar Comics, Attract attendees to booth and participate in photographs

##### **Big Smile Entertainment 2011-Current**

Appear as Jasmine/Pocahontas/Sleeping Beauty for various children's events, Read storybooks and participate in photographs

#### Brand Ambassador/Promotional Model

##### **Penny Arcade Expo (PAX) 2014-2016**

Special Guest & Panelist – PAX East (2014-2016), Prime (2015), Brand Ambassador – Wargaming (East 2016), Skullcandy (Prime 2015)

##### **Nintendo Holiday Mall Experience 2014**

Give consumers a fun experience with 16 different Nintendo titles, Distribute premiums

##### **New England International Auto Show 2013-2016**

Register and assist with Ride & Drive program, Attract attendees on show floor – Kia (2016), Chevrolet/Buick/GMC (2014), Ford (2013)

##### **Wii Summer Games 2010**

Supervise New Super Mario Bros Station, Help participants in competition and distribute premiums

**Other Promotions include:** Xbox Kinect/Doritos, Mario Kart 7, “Lite Up Your Summer” DS Lite, Don Q Rum, Sam Adams, Simply Naked Wine, Au Bon Pain, Pretzel Crisps, NIKE/Boston Marathon, Ritter Sport Chocolate, GM Shareholders, Twix, Showtime, Turnkey Sports/NFL Giants, Häagen Dazs/Cirque du Soleil

### EDUCATION

B.S. Massachusetts Institute of Technology, 2004

British Academy of Dramatic Arts – Midsummer in Oxford, 2003

### SPECIAL SKILLS

TIPS Alcohol Certified for On & Off Premise, Professional Actress & Singer (Mezzo-Soprano) & Holiday Caroler & Emcee  
Teleprompter, Basic Piano & Alto Saxophone, Drives Stick, Weight Training, Video Games, Stage Combat, Freelance RPG Writer, Horror Movie Screams

Award:

*Best Brand Ambassador 2014 Nintendo Holiday Mall, Encore Nationwide 2013 May Model of the Month*