



Brand Ambassador – Loca Loka

Location: Preferably based in **Boston Metro** or other globally connected metros across the **USA, UK, Singapore, or India**

Compensation: **Open to discuss.**

Experience: **7+ years** in Alcobev, luxury beverages, or premium lifestyle brands

Target Market Exposure: USA, UK, Singapore, and India

About Loca Loka

Loca Loka is a bold, globally emerging **premium tequila brand**, crafted with authentic Mexican soul and international flair. As we expand our global footprint across major spirit-forward markets, we're on the lookout for a face that not only represents the brand, but lives it.

Check out Brand profile: www.localokalife.com

Role Overview

We're seeking a **charismatic, well-networked, Spanish-speaking Brand Ambassador** (preferably of **Mexican or Latin American origin**) who embodies the vibrant, premium, and rebellious spirit of Loca Loka. This individual will be the **public face of the brand**, driving advocacy, storytelling, and strategic relationship-building in our focus markets.

Key Responsibilities

- Represent **Loca Loka** at key global Alcobev trade shows, tasting events, influencer engagements, and strategic media appearances
- Cultivate and manage high-value relationships with bartenders, mixologists, distributors, retailers, and hospitality leaders
- Leverage personal brand and reputation to unlock new business, collaborations, and positioning opportunities

10, Anson Road, #22-02, International Plaza, SINGAPORE (079903)



- Work closely with marketing and PR teams to align brand communication, tone, and product messaging
 - Act as an authentic storyteller of the tequila's origin, craft, and philosophy – across both traditional and digital platforms
 - Conduct curated tasting sessions and influencer immersions in target markets
 - Provide on-ground market intelligence and feedback to product and brand teams
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Ideal Profile

- **7+ years of experience** in Alcobev Industry majorly worked with spirits.
- Fluent in **Spanish & English**; strong cultural roots in **Mexico/Latin America** is a huge plus
- Based in or willing to relocate to a **globally connected metro (preferably Boston)**
- Established presence and **network in the spirits community** – with access to top-tier bartenders, event platforms, and industry stakeholders
- Past experience working with or representing **Top 10 listed companies or global premium labels**
- Dynamic speaker and on-camera presence; should be confident with interviews, brand videos, and live activations
- Social media savvy; existing influencer collaborations and digital presence are highly valued
- Highly **presentable, charismatic, and connected** – someone who can win rooms and build bridges
- Passionate about **craft spirits, tequila heritage**, and building long-term brand equity



Why Join Us?

- Be the global **face of a disruptive tequila brand**
- Work directly with a visionary marketing and leadership team
- Exposure to **high-profile events, top-tier press, and industry leadership**
- A culture that blends bold ambition with authenticity and craft

