

Jenna De Mase



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SUMMARY

Passionate and growth-driven professional with 10+ years of experience in sales and customer service. Expertise includes account management, client relations, and strategic planning. Proven track record of collaborating with diverse teams and exceeding performance targets while promoting a positive culture. Adept at cultivating team member relationships with humility and adaptability, while driving organizational growth.

EXPERTISE

Core Competencies: New Customer Acquisitions | Portfolio Management | Customer Success | Strategic Partnerships | Budgeting & Forecasting | Revenue Growth | Training & Education | Relationship Building | Conflict Resolution | Trade Shows & Events | Brand Strategy

Technical: Microsoft Office Suite (Word, Excel, PowerPoint) | Google Suite | Social Media | Zoom | Mac | PC

PROFESSIONAL EXPERIENCE

Field Sales Manager, Southern California

Marussia Beverage Co. / Pasadena, CA / Mar 2017 – Jan 2023

- Managed sales and distribution of an imported beverage line comprised of 40+ products—driving \$5M+ in annual revenue
- Built and managed a portfolio of 200+ retailers, independent stores, bars, and restaurants across Southern California
- Led expansion efforts for the brand portfolio—securing distribution with 50+ new partners
- Trained and educated 100+ sales representatives to facilitate deeper relationships with both the buyer and the sales representative
- Cultivated relationships with key account buyers with and supporting the drive of sales for those accounts
- Coordinated 20+ annual tasting events to showcase product in retail stores and at trade/consumer events

On-Site Property Manager

McIntire Management/Royal Property Management / Pasadena, CA / 2016 – Present

- Supported property management services for multiunit buildings comprised of 30 units, with a \$600K annual rent roll
- Managed tenant relations, lease execution, rental collection, notices, renewals, financial reporting, and building inspections
- Facilitated tenant requests for engineering, security, janitorial services, etc., and prepared work orders for personnel
- Utilized Appfolio Property Management Software to track payments, requests, and tenant communications

Account Representative

Epic Wines and Spirits / Los Angeles, CA / May 2014 – Mar 2017

- Managed 150+ accounts—delivering excellent customer service to various restaurants, owners, and chefs around the Greater Los Angeles area
- Achieved 100% of sales and performance quotas, year-over-year—ranked as #1 sales representatives among 60+ in Southern California
- Cultivated relationships with buyers and directors of major hotels, restaurants, staff, and corporate associates
- Conducted research on all aspects of wineries and distilleries to ensure clear and concise presentation of brands
- Organized a dedicated geographical route for consistency and efficiency—reducing travel time and improving productivity

ADDITIONAL EXPERIENCE

Mentorship Program

Write Girl/ Los Angeles, CA /2015-2016

- Public speaking and influential guidance to usher in a new generation into their own voice
- Leading monthly writing workshops dealing in various genres including poetry, journalism, news reporting, fiction, and autobiography
- Mentorship of young adults ranging in age from 13 to 18 to, teaching them the knowledge and skill of how to write under pressure and manage deadlines

Wine & Spirits Education

Court of Master Sommeliers/WSET/ Los Angeles, CA /2013-2015

- Completed Level 2 CMS Certification
- Completed Level 3 WSET Certification with merit

Pilates Instructor

JK Zen Fitness: A Pilates Studio / Pacific Palisades, CA /2010 – 2014

- Created individual client profiles to track progress and empower client commitment—instructing 20+ clients per day
- Committed development in building unshakeable confidence and implementing positive changes in the lifestyles of clients of various demographics

Field Reporter Journalist

LA Canvas & Eater LA / Los Angeles, CA / Aug 2011 – Jan 2012

- Interviewed local chefs, bartenders, and staff members to gain information on restaurant concept and upcoming openings/closures
- Wrote articles that provided feedback and critique to journalist reviews/commentary on food, art, and pop culture within Los Angeles
- Visited various venues to capture essential atmospheric concepts to convey realistic composition
- Organize special events with individual accounts to push sales and get customers excited about the product

EDUCATION

Santa Monica College |
Associate degree: Journalism