
~ MARKETING MANAGEMENT ~

Combining creative passion with ability to leverage cutting-edge concepts & technology

Dynamic marketing professional with 10-year portfolio of success driving promotions, brand strategies, and marketing campaigns across diverse industries. Instrumental in negotiating new profitable sponsorships, cutting overhead expenses, and winning over competitor's accounts. Adept at coordinating special events and delivering vital projects on time and within budget. Dedicated to building high-performance teams. Exemplary communication, organizational, and client relations skills. B.A. in Mass Communications.

Expertise includes:

Brand Strategy Development • Marketing Campaigns • Budget Administration • Project Management
Promotions • Special Event Coordination • Merchandising • Quality Assurance
Social Media Marketing • Sponsorship Coordination • Negotiations
Media Buying • Team Leadership • Public Speaking

PROFESSIONAL EXPERIENCE

MILLERCOORS, Chicago, IL ~ Based in Fort Myers, FL
Joint venture of SABMiller and Molson Coors Brewing Company

2012–Present

Area Sales Manager

Strategically position and drive sales as a market leader in the region. Leads and directs to execute the sales strategies and activities that address current dynamics and are in alignment with overall goals to deliver volume, profit and brand health, while optimizing the use of budget. Responsible for leading and ensuring maximum distributor focus and investment on MillerCoors portfolio via annual business plan commitment and tri-mester plan implementation/execution. Accountable for volume, profit, share and retail execution excellence at JJ Taylor Distributing Florida, Inc.

- Conduct monthly business meetings with branch VP to align volume goals, distribution, focus on Big Rocks and playbook execution for JJ Taylor Fort Myers.
- Identify and execute local retail and program opportunities like Spring Break, Spring Training, single serve, price promotions and themed POS with market specific tools and playbooks.
- Work hand to hand with distributor partners weekly, key holidays, events and crew drives to build displays, sell in features and new products.
- Plan and advise media and radio direction for Fort Myers.
- Produce monthly Florida MU Newsletter.

JJ TAYLOR DISTRIBUTING FLORIDA, INC., Fort Myers, FL
Distributes beer brands from 100+ domestic, craft, and import suppliers.

2010-2012

Marketing Manager

Drive brand strategy development, marketing programs, merchandising, and quality assurance efforts and activities. Administer budgets for top 10 suppliers. Supervised and mentor 3 direct reports and 50+ sales staff. Coordinate and execute sponsorships and special promotional events. Develop and manage radio merchandising programs and local media buys.

- Implemented marketing “apps” to sales staff for product requests, allowing tracking of marketing dollars at no cost to the company.
- Negotiated new profitable sponsorships with baseball teams, local companies, and restaurants for spring training, special events, and fishing tournaments.
- Increased product distribution in 100% of targeted hotel/resort accounts by introducing custom menus, programs, promotions and enhancing the beer advisor relationship.
 - Increase sales over 7% in target accounts in 2011.

~continued~

PROFESSIONAL EXPERIENCE**MERIDIAN BROADCASTING, Fort Myers, FL**

2005–2009

*Operates 3 radio stations in Lee, Collier, and Charlotte counties in Southwest Florida.***Promotions Director/Assistant Program Director/On-Air Talent**

Led efforts to attract new customers, expand business, and retain existing customers; piloted creative development of new client-based promotional initiatives and marketing campaigns. Supervised Promotions staff, morning show producer, and on-air talent; established goals. Drove music and commercial programming. Trained new-hires on production and equipment operation. Performed as mid-day DJ; executed promotions and interactive lunch hour. Produced and wrote commercials for other radio stations, and voiced TV commercials.

- Boosted client base by designing and implementing strategic customer-retention promotions such as “Key West Express Trip with Michelle.”
- Piloted execution of 25+ major station promotions including “Workforce Cash,” and “The Eliminator.”

ENTERCOM COMMUNICATIONS, Kansas City, KS

2003–2005

*Fifth-largest broadcasting company in US; operates 110 radio stations in 23 markets.***Promotions/On-Air Talent, KRBZ – 96.5 The Buzz**

Produced night show and punk show; performed stunts and coordinated “Save the Buzz” Party, “Holiday Kick-Off” stunts, “Warped Tour,” and “Buzz Under the Stars” concerts. Collected food for homeless during holiday promotions.

- Contributed campaign theme idea “Save the Buzz” during period that station was underperforming which included “Save the Buzz” t-shirts and garnered local TV and newspaper press.

EDUCATION & TRAINING**Bachelor of Arts in Mass Communications ~ Ottawa University, Ottawa, Kansas**

ASM/DSM Academy 101, 201 & 301 ~ MillerCoors University

Train the Trainer ~ JJ Taylor Distributing Florida Inc.

Certified MillerCoors Quality Assurance Manager

Certified TIPS Trainer

AFFILIATIONS

Past Board Member, Treasure, Public Relations University Chair ~ Florida Public Relation Association of SWFL

TECHNICAL SKILLS

Word, Excel, Publisher, PhotoShop, Wordpress, HTML, Flash, Google, PowerPoint, Web 2.0

DISTINCTIONS

2011 Marketing Department Team Member of the Year ~ JJ Taylor Distributing Florida Inc.

2012 T-2 Florida MU Employee of the Trimester