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GENERAL MANAGER, HEAD OF MARKETING

Senior executive with deep understanding of building brands through consumer engagement and memorable experiences. Established goals and KPIs that grew revenue and profit for private and publicly held consumer product, technology and hospitality companies.

Innovative leader with experience in strategic development, brand planning and creating omnichannel marketing strategies for 20+ brands. Responsible for growing eCommerce sales by 50%.

Directed P&Ls and consistently improved sales revenue while reducing costs. Hired, mentored, and developed teams that optimized processes and delivered top-line growth.

Brand Management	Strategic Planning	Team Leadership
Digital Campaign Development	Sales Strategy	Omnichannel Marketing
PR & Communications	Partnership Development	P&L Responsibility

EXPERIENCE

Geodesy Wine / Capra Vineyards **Healdsburg, CA | April, 2020 – Present**

Responsible for launching a social enterprise wine company, with all proceeds from vineyard and wine operations funding a young women's development and leadership program.

General Manager

- Launched social enterprise wine brand and developed sales and marketing strategies, including consumer identification, value proposition, messaging, route to market and digital activation
- Opened wholesale business in 6 states and increased club membership 200% through targeted outreach and concierge-style service
- Developed and executed virtual series partnership program to promote awareness and engagement
- Oversaw vineyard operations, marketing & sales, public relations, finance & accounting and human resources

Marketing Consultant **Sonoma, CA | October, 2019 – Present**

Independent luxury marketing and sales consultant for wine and spirits brands.

- Developed, managed and executed Redwood Empire Whiskey integrated marketing program for Purple Wine & Spirits, resulting in 50% increase in social media fans, 6k new emails and 16k contest entries
- Led the development of a new brand concept, including brand identity, messaging and packaging for Gundlach Bundschu Winery
- Board member of Truett-Hurst Winery / VML Wine

Crimson Wine Group **Napa, CA | February, 2016 – April, 2020**

Head of Marketing and DTC Sales for publicly held \$65 million luxury wine company including Pine Ridge Vineyards, Seghesio Family Vineyards and Archery Summit.

Vice President of Direct to Consumer Sales & Innovation **2017 – 2020**

- Appointed to oversee DTC business which represented 60% of the company's profit
- Established digital team; developed KPI's which scaled eCommerce business 50% YOY
- Oversaw team of 130 and created differentiated experiences, streamlined processes and improved efficiencies; delivered 10% revenue growth while reducing operating costs by 5% yearly
- Developed innovation pipeline and process, resulting in launching 3 new products to market

Vice President of Marketing**2016 – 2018**

- Led all marketing and public relations initiatives for 9 separate brands
- Revamped existing marketing resources; redesigned long-range brand and planning processes to achieve significant revenue growth over the next 10 years
- Spearheaded product launch of new Rosé brand; designed integrated marketing program and implemented an innovative consumer experience which grew annual revenue by 3x

J Vineyards & Winery**Healdsburg, CA | May, 2013 – February, 2016**

Head of Marketing and DTC Sales for privately held boutique wine company; acquired by E&J Gallo Winery in 2015.

Vice President of Marketing & Direct to Consumer Sales

- Hired by COO to direct marketing and consumer sales for a \$25 million business
- Responsible for growing direct to consumer business comprised of club, eCommerce and phone channels; achieved 10%+ annual revenue growth
- Launched best-in-class website; increased visitor duration by 79% and grew eCommerce sales by 2x
- Designed and executed an integrated marketing program; developed educational trade events, in-store tools, public relations outreach, social media contest and direct marketing campaign
- Created processes and wrote a template for communicating annual marketing, public relations and digital plans; established a companywide shared vision and market strategy

Treasury Wine Estates**Napa, CA | July, 2010 – May, 2013**

Responsible for DTC P&L for publicly held global wine leader with \$1.7 billion in revenue and a portfolio of over 80 brands, including Beringer Vineyards, Chateau St. Jean and Penfolds.

Senior Direct Marketing Manager**2011 – 2013**

- Responsible for ecommerce and club businesses for Treasury's Napa and Sonoma Estates, including Beringer, Chateau St. Jean, Stags' Leap, Etude and St. Clement
- Developed and implemented targeted ecommerce and phone campaigns to increase Beringer's revenue by 5% vs. prior year
- Analyzed club business and implemented attraction and retention tools across the portfolio

Imports Brand Manager**2010 – 2011**

- Managed \$30 million Rosemount Estate's business; conducted analysis and recommended pricing program on commercial tier, resulting in stabilizing volume losses and mitigating excess inventory
- Led US market re-launch of Rosemount Estates, working closely with the Global brand team to design new packaging, positioning and marketing plan
- Created and managed \$2 million integrated marketing program to excite and educate consumers and trade about TWE's Australian wine portfolio; created website and social media campaign, developed new POS, selected PR spokesperson, sponsored trade and media events

Diageo Chateau & Estate Wines**Napa, CA | June, 2008 – May, 2010**

Responsible for managing priority brands for wine division of publicly held spirits, wine & beer corporation.

Brand Manager

- Managed \$20 million Rosenblum business (division's #2 priority); delivered 5% net sales increase vs. previous year
- Led strategic integration of Rosenblum post-acquisition and created long-term growth plan; executed 3 line extensions and streamlined portfolio to improve profitability
- Developed and launched new consumer-preferred packaging across the Rosenblum brand; defined objectives, conducted consumer research, partnered with design agencies, developed sales launch plans and brought to market
- Managed \$30 million Edna Valley Vineyard brand; delivered 17% net sales increase vs. previous year and drove sales and marketing efforts to become #3 Chardonnay above \$10 in the US
- Recommended and executed Edna Valley Vineyard strategic price initiatives, resulting in 20% increase in Chardonnay sales

The Clorox Company**Oakland, CA | September, 2006 – June, 2008**

Cleaning Division manager for publicly held \$5.3 billion global manufacturer and marketer of consumer products.

Associate Marketing Manager – Cleaning Sales**2007 – 2008**

- Brand marketing lead for \$165 million Cleaning division's Warehouse Club business; delivered 10% sales increase vs. previous year and +5pts gross margin improvement
- Successfully launched GreenWorks national cleaning products in Club, securing \$8.5 million incremental net customer sales; determined pricing, primary and secondary packaging, and launch strategy
- Executed Pine-Sol 15% price increase in Club, resulting in no distribution losses

Associate Marketing Manager – Liquid-Plumr**2006 – 2007**

- Managed \$75 million Liquid-Plumr business, exceeding corporate sales goals by 5%; sustained market share while reducing overall marketing expenses by 25%
- Responsible for execution of \$12 million television, print and online advertising campaign; provided input in strategy development, creative implementation and media buying

Yahoo! Inc.**Sunnyvale, CA | Summer & Fall 2005**

Market Research manager for publicly held web services leader with expertise in search, media, email and news.

Marketing Manager Intern

- Improved customer satisfaction by conducting research and analyzing data on e-mail marketing programs; wrote RFP, managed vendor relationship and presented conclusions and recommendations to clients and executive team
- Created innovative presentation tool for sales division to increase marketing opportunities and placements with advertisers and ad agencies

King, Brown & Partners**Sausalito, CA | 2002 – 2004**

Strategic consultant with expertise in qualitative and quantitative market research.

Research Analyst

- Conducted research and made recommendations to improve marketing strategies for clients such as Coke, Gap and Intuit
- Defined research methodology, developed and wrote research proposals, interview guides and key findings reports
- Supervised and trained in-house and external fieldwork staff on sampling, recruiting and data collection

Engage Media**San Francisco, CA | 1999 – 2001**

Strategic consultant for digital advertising network pioneer.

Client Services Media Consultant

- Responsible for campaign execution and account management for clients such as Capital One, Visa and Lifeminders
- Successfully managed largest account (\$500K/month), exceeding client expectations for ROI every quarter

EDUCATION**Stanford Graduate School of Business | Stanford, CA**

Master of Business Administration, June 2006

- Co-chair, Black Business Students Association Conference; Vice President of Career Development, Marketing Club

Amherst College | Amherst, MA

Bachelor of Arts cum laude with Distinction in Psychology, May 1999

- Conducted senior honors thesis on the Cross-Race Identification Effect