
PROFILE

Mission focused highly skilled Brand Ambassador/Project Director with extensive experience in marketing, customer relations and sales, hiring and scheduling, inventory, budget planning, sales promotions, advertising, event planning/ execution, with strong general business acumen. Solid Alcohol Beverage Background. Excellent account and financial management skills. Paralegal Certification. Knowledgeable in sales of consumer/business-to-business product/services. Developed strategies and tactics to carry out day-to-day operations of developing, bringing to market, executing and promoting consumer products and services. Provided direction and oversight for taking & processing orders in a retail or wholesale business-to-business environment. Monitored financial markets for trends that could impact demand. Reviewed and evaluated the effectiveness of program activities and operations in order to develop and implement continuous improvement strategies. Defined long and short--term strategic planning to carry out the organization's mission and activities. Provided leadership, direction, supervision, and general oversight on projects.

EXPERIENCE

Breakthru Beverage Group

Sales Representative- Off Premise

November 2021- Present

- Calls on retail chain accounts and covers daily routes.
- Delivers sales presentations to customers based on customer's needs and company priorities.
- Maintains a manageable backstock area in each store and merchandising product to shelf and build displays.
- Ensures maximum brand visibility within accounts by maintaining account standards and utilize point of sale.
- Participate in effective supplier work with sales calls and sales blitzes.

The Jug Saloon- Jacksonville, FL

Bar Manager

May 2020-November 2021

- Provided direction and oversight to staff and employee scheduling
- Onboarding and training staff
- Monitored and managed inventory levels.
- Created a working relationship with the distributor to order products
- Managing budget and coordinating payments with vendors

Bold City Brewery- Jacksonville, FL

Customer Relations and Sales Representative

July 2019-March 2020

- Created a working relationship and act as a liaison between the brewery, distributor, and retail customers.
- Sustained and maximized the growth potential for new and mature products.
- Assisted in the execution of statistical and econometrics studies designed to forecast sales both before and throughout the product lifecycle.
- Prepared reports, action plans, procedures, memoranda, and letters, etc.
- Attended events in the area to help market the brewery.
- Point of contact in regards to sales and marketing of the brand.
- Oversaw meeting weekly metrics and sales goals.

King Brand Marketing- Atlanta, GA

Brand Ambassador for Proximo Spirits and Sazerac

August 2017-July 2019

- Established brand awareness of Proximo brands and encourage liquor sales on premise through marketing tactics.
- Conceived and developed new product ideas and initiatives.
- Sustained and maximized the growth potential for new and mature products.
- Monitored and managed inventory levels.
- Collected, analyzed and interpreted numismatic marketing data.
- Prepared reports, action plans, procedures, memoranda, and letters, etc.

Marriott Hotels- Stone Mountain, GA

Bartender/ Beverage Cart

March 2017-October 2018

- Mixed and served cocktails on the golf course as a beverage cart attendant. Bartender at several different properties.

AllieKatz Promotions- Atlanta, GA

Team Lead/ Brand Ambassador

November 2016-July 2019

- Educated consumers on Pernod Ricard portfolio through marketing strategies to encourage liquor sales on and off premise.
- Collaborated with event team and management at key accounts, event execution, and record keeping of event for recap.
- Conceived and developed new product ideas and initiatives.
- Sustained and maximized the growth potential for new and mature products.
- Monitored and managed inventory levels.
- Collected, analyzed and interpreted numismatic marketing data.
- Formulated basic strategies for the sale of numismatic products to retail outlets and the general public.
- Assisted in the execution of statistical and econometrics studies designed to forecast sales both before and throughout the product lifecycle.
- Prepared reports, action plans, procedures, memoranda, and letters, etc.
- Defined long and short--term strategic planning to carry out the organization's mission and activities.

Frisco Lakes Golf Course - Frisco, TX

Manager-Food & Beverage/ Promotions/ Event Planner

April 2011-July 2016

- Coordinated events and banquets through marketing and email blasts, daily usage of Microsoft Suite, employee hiring and scheduling, inventory budget planning, sales promotions, advertising events, event executions, and general office duties.
- Reviewed and evaluated the effectiveness of program activities and operations in order to develop and implement continuous improvement strategies.
- Defined long and short--term strategic planning to carry out the organization's mission and activities.

COMPUTER INFORMATION TECHNOLOGY SKILLS

- Proficient in use of most major computer systems, information systems, spreadsheet applications, graphic and presentation applications, and word processing applications
- *Efficient in Microsoft Suite, VIP, KARMA, and Salesforce*

COMMUNITY, VOLUNTEER AND CHARITABLE WORK

- **Coastal Cleanup**
- Beach Cleaner
- **Takecare Wellness Program**
- Takecare Wellness representative for department.
- Encouraged coworkers into maintaining healthy lifestyles, attended monthly wellness meetings, and created care packages for people in need.
- **Humane Society**
- Weekly dog walking program.
- **Dallas Food Bank**
- Created food packages for families in need.

LICENSES/CERTIFICATIONS

- **WSET Certification** June 2021
- **Cicerone Certification** May 2019
- **Court Reporting Institute of Dallas**
- **Paralegal Certification** November 2011

EDUCATION

Western Governor's University

In progress

Texas Woman's University, Denton, Texas
Bachelor's Degree in Business

January 2015 - August 2016

Dallas County Community College
Associates Degree in Business, Dallas, TX

January 2013 - August 2015

PROFESSIONAL SKILLS AND TRAINING

- **Project Management**
- Project Planning – handling all project management functions of prospectus level or equally complex or precedent setting projects. Established evaluation criteria and measurements to assess projects.
- Project Execution - Managed all aspects of project finances. Ensured latest trends and state of the art technologies in facility design, construction, alterations, space management, contracting, negotiations, and knowledge management are applied. Independently developed innovative solutions to address unanticipated project complications.
- Project Closeout - Ensured completion of project documents; used databases; maintained records to track established performance metrics and historical trends. Conducted and documented lessons learned.
- **Relationship Management**
- Customer - Negotiated and coordinated project plans, budget objectives and schedules with stakeholders and managed customer expectations.
- Stakeholders - Maintained and oversaw continuous contact with stakeholders (i.e., Federal, State and local officials, and the media (in coordination with Public Affairs) with regard to project issues and status. Briefed key leadership on costs, impact, feasibility, alternatives, issues, recommendations and status of project development.
- **Contract Management**
- Directed acquisition and management of contracts supporting all aspects of projects. Monitored progress and evaluated performance against contract requirements.
- Prepared and assisted Contracting Officers in preparation of statements of work, determinations, findings and solicitation documents.
- **Business Transaction Management**
- Negotiated business transactions with customer agencies, including utilization rates and financial obligations; developed complex, accurate requests for funding and tracked financial obligations and expenses.

