

Skin Palette - Owner**MKTG**

New York, New York

July 2009 - Present

*An alternative media and marketing service firm that specializes in building brand advocate networks to drive market share and profitability.***Brand Ambassador***Represent Captain Morgan in top volume accounts. Work with owners/GM's/wait staff on new distribution of innovative products, growing existing market share with specials & features, and manage and train promotional staff.*

- **Train:** quality promotional staff who are knowledgeable about Captain Morgan's products and portfolio
- **Communication:** track, measure and report all progress on local and regional events to ensure clients goals are met and exceeded
- **Administrative Responsibilities:** PPT's, expense reports & budgets, organize, implement and train national and local program decks.

+ Stand Out Marketing award for "Brent Celek, Captain Morgan Pose" - [Internet Search](#)

TEAM ENTERPRISES

Ft. Lauderdale, Florida

December 2007 - July 2009

*Leading the industry in creating and executing interactive programs that influence consumer choice 400 employees***Multiple Brand Ambassador***Accountable for sales volume, distribution points, promotional execution, and maintaining key relationships with retailers, wholesalers and the client.*

- **People Development Skills:** Recruit, hire and train quality promotional staff. Strong leadership skills.
- **Client Relationship:** Ensure open lines of communication; track, measure and communicate progress of events to ensure clients goals are met and exceeded - Off tablet tracker and Monthly Highlights
- **Field Execution:** Utilize strong selling skills to increase distribution and brand visibility. Changing accounts based on LDAC's that would gravitate to different areas and being aware of the social changes.
- Make account calls (including cold) with pre-plans and ideas to grow business utilizing promotional activation
- **Administrative:** Weekly and Monthly updates to Team RM and MillerCoors OPSM. Experienced in software installation, troubleshooting, expense reports, and O4 payroll system. Planning open model calls.

+ **1 of 8** MBA's to be selected for TEAM's MBA-PBA Advisory committee. 3x Sales incentive winner

GLAZER'S DISTRIBUTORS

West Chester, Ohio

January 2005 to October 2007

*Distributor of wine, beer and liquor throughout Ohio; operations supported by more than 200 employees.***Sales Representative***Administer placement of Diageo and Moet Hennessy portfolio content throughout North Cincinnati and South Dayton territories (Nova and Buckeye divisions)*

Circulate diverse food service, entertainment and **grocery clientele** and focus on marketing facet of business development and account management.

- Cold call and follow up with new and existing accounts, analyze account market position, develop business actions plans and deliver features to benefits presentations, introduce and organize unique marketing and promotion strategies (including product introductions and re-launches), and offer solutions-oriented objection rebuttals; develop and solidify relationships to facilitate sales and account management lifecycle. Collaborate hands-on with account managers and employees on training, design plans and incentives for selling products.

- **Operating against quota, reach average of 98% payout on quarterly bonuses;** performance warranted highest raise of Nova division, 2nd Quarter of 2007. Quickly assumed and refined knowledge of industry and sales techniques via attendance at beverage academy, e-learning tests, and study of presentation training.

- **Organized several events including:** May 2007 Madieu Williams Foundation Belvedere benefit with Cincinnati Bengals safety, Madieu Williams; promotion of Diageo products to “high visible” crowd (in concert with Cincinnati Bengals charity organizers; Crown Royal Bad Boys of Comedy; Hennessy Appreciation Night with several Cincinnati Bengals players (secured via team liaison). Currently proposing Ciroc event for Bengals defensive tackle, John Thornton’s Benefit Night for Autism.
- **Winner of several awards including:** Jose Cuervo trip to Guadalajara, October 2005; Captain Morgan top sales (won satellite radio), December 2005; Crown Royal high volume display (trip to Mid-Ohio Acura performance racing school), August 2006; several other contests put on by Diageo and Moet and Hennessy.
- **Outperform competitors and grow territory** with effective selling skills complimented with creative proposal development (successfully receiving approval to implement every deal, program and event utilized to spotlight brands); also operate with work ethic rooted in dependability and sincere commitment to account prosperity.
- **Propel sales via communications and interpersonal skills;** facilitate communications and relationship building by remaining well versed and involved in subjects spanning diverse clientele culture and interests (including but not limited to golf, NASCAR, fishing, and hunting).
- **Demonstrating willingness to “go the extra mile,”** readily accepted challenge to learn American Sign Language as means of communicating with high-dollar account administered by deaf client; also utilize patience and strategy to communicate with several non-English speaking business owners.
- **Successfully closed negotiations placing Captain Morgan contract with The Balcony in Oxford, Ohio;** account performs with #1 wholesale ranking in Oxford and Top 10 ranking in Ohio. Deal included agreement to carry Captain Morgan on special pricing throughout summer coupled with support provided to marketing and promotion.