

## Client Name

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### On-Premise Account Manager "The Brand Ambassador"

*Developed reputation as a top performer; drives incremental account sales growth*

**Highly experienced and top producing On-Premise Account Manager** with more than fifteen years of experience in the adult beverage/beer industry increasing sales and brand visibility within key accounts. Builds long lasting, mutually beneficial relationships in marketplace. Lives the ideals of the brands represented - "the Brand Ambassador". Recognized by management for possessing an unwavering commitment to getting the job done. Demonstrates a "Whatever It Takes" mentality to move brands towards targeted sales goals. Solid record of significant tenure based on outstanding on-the-job performance at all companies served. Highly credible references.

### SIGNATURE STRENGTHS AT A GLANCE

Account Management | Relationship Builder | Brand Ambassador | Consultative Sales Approach | Account Growth Merchandising | Distributor Relationships | Sales Planning/Forecasting | Channel Strategy  
Budgeting - Marketing/Spending | Sales Presentations | Competitive Analysis  
Market Landscape/Market Knowledge | Client Service/Satisfaction | Negotiations | Promotions  
Staff Training/Development | On-Premise Training | Beer Tastings/Beer Fests-Fairs  
Flawless Promotion Execution | Branding Activation | Advertising Campaigns

### CAREER TRACK AND PERFORMANCE

**Beer Brand**, South Florida

1999 – present

*Beer Brand Inc., the nation's leading upscale beer importer, is a subsidiary of Beer Brand International BV, the world's most international brewer.*

**On-Premise Manager - Pompano Market** (2012 - present)

Develop relationship with top 85 draught accounts throughout Broward and South Palm Beach Counties. Drive incremental sales, distribution, brand visibility and ROS in key, high profile accounts. Serve as key liaison between Beer Brand area/region management team and front-line staff. Partner with distributor sales force to drive sales of Beer Brand brand portfolio. Plan and execute promotions at top accounts.

- Earned Salesperson of the Year in 2014 in recognition of outstanding sales performance.
- Grew account base by 200% resulting in \$2M in new revenues for company.
- Established new client loyalty program which resulted in 150% increase in draft handles in assigned territory.

**On-Premise Manager - Miami Market** (2011 - 2012)

Managed relationships with top 85 draught accounts in Miami metropolitan area. Charged with growing sales, brand visibility, distribution and ROS in top accounts. Develop strong partnership with distributor sales force to spearhead sales growth within assigned responsibility area. Ensured on-premise staff was properly trained to maximum Beer Brand promotional efforts.

**District Manager - Broward County - Off-Premise** (2004 - 2011)

Established and maintained account relationships with major convenience and grocery chains marketing managers to ensure a successful partnership that allowed for sales growth and brand visibility for Beer Brand's brands. Conceptualized and implemented successful execution of monthly sales and promotional programs. Partnered with area distributors to ensure POS materials were properly placed to grow brand visibility. Served as liaison between Beer Brand management and key accounts. Handled all budgeting and forecasting for key off-premise accounts.

- **Earned responsibility of managing key account based on outstanding on-the-job performance (Walgreens Liquors).**
- Recognized as Employee of the Year in 2011 in recognition of exemplary job performance.

**District Manager - Miami - Convenience Channel** (2000 - 2004)

Established and maintained account relationships within convenience store channel in greater Miami metropolitan area. Establish strong relationships with account marketing managers to ensure a successful partnership that allowed for sales growth and brand visibility for BEER BRAND's brands. Conceptualized and implemented successful execution of monthly sales and promotional programs. Partnered with area distributors to ensure POS materials were properly placed to grow brand visibility. Served as liaison between BEER BRAND management and key accounts. Handled all budgeting and forecasting for key off-premise accounts.

- **Earned appointment to President's Council**, a leadership committee that determines brand efforts in market, based on reputation and performance.

**Merchandiser** (1999 - 2000)

Successfully merchandised 11 key grocery store accounts daily to ensure product, displays and branding were maximized within accounts.

**Conehead Distributing**, Anytown, FL

1997 - 1999

*Distributor of over 100 beer brands within assigned geographic marketing area.*

**Sales Representative**

Served as key member distributor front-line sales team. Maintained excellent relationships with both on and off-premise accounts. Managed over 100 key accounts for distributor. Provided "white glove" customer service to all assigned accounts.

**Dad and Sons, Inc.**, Anytown, FL

1997

**Merchandiser**

Merchandised 11 grocery accounts daily to ensure brand visibility was maximized. Built displays in key accounts.

**Emerald Coast Distributors**, Anytown, FL

1994 - 1997

*Emerald Coast is the largest beer wholesaler in Florida and one of the largest in the country with a territory that spans from Palm Beach County through the Florida Keys. Emerald Coast services nearly 10,000 licensed beverage accounts.*

**Regional Merchandise Manager** (1996 - 1997)

Managed overall merchandising for Florida's largest beer wholesaler/distributor. Supervised 4 merchandisers within assigned geographic area. Trained sales representatives and merchandisers to be able to maximum sales and brand visibility within accounts.

**Sales Representative** (1994 - 1996)

Maintained 110 accounts for wholesaler/distributor. Developed strong relationships within key accounts that allowed for sales growth and increased brand visibility.

**Merchandiser** (1994)

Merchandised 10 grocery accounts daily to ensure brand visibility was maximized. Built displays in key accounts.

**Professional Experience prior to 1994:**

**Baseball Club**, Anytown, FL, **Minor League Equipment Manager**

**Municipal Stadium**, Anytown, FL, **Ticketing Representative/Promotions Assistant**

**EDUCATION/CERTIFICATIONS**

**Good Community College**, Anytown, FL – Associates Degree in Political Science, Pre-Law  
**Cicerone Level I Certification** - 2012

**COMPUTER SOFTWARE SKILLS**

MS Word, Excel, PowerPoint, Outlook, Internet Research

**COMMUNITY INVOLVEMENT**

**Boy Scouts of America** - Cub Scouts Day Camp/Sports Activities Director; **Habitat for Humanity** - Volunteer