

ALLISON M. CORONA

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QUALIFICATIONS PROFILE

Methodical, results-driven, and performance-focused retail account specialist, with hands-on experience in overseeing diverse range of operations; encompassing core business process, goal oriented growth, and strong people skills. Armed with well-honed communication, analytical, and problem-solving aptitudes, essential in developing strategies and business plans to meet and exceed organizational goals.

CORE COMPETENCIES

Sales and Marketing Optimization
Profit and Loss Management
Strategic Planning and Analysis

Training and Development
Cross-functional Leadership and Collaboration
Sales Docs, Hammer, Sniper & NABCA Report

RELEVANT EXPERIENCE

SOUTHERN GLAZER'S WINE & SPIRITS- CHARLOTTE, N.C.

On & Off Premise Retail Account Specialist- Dedicated Pernod Ricard Portfolio November 2015- Present

- Responsible for the development and success of my supplier portfolio Pernod Ricard.
- Selling into accounts in trade channels, including 127 On Premise Accounts and 6 Off Premise Accounts in all of Uptown Charlotte NC.
- Drive brand success via leadership by selling against trade channels and actively supporting the selling efforts of sales reps, district managers, and key account specialists within the wholesaler.
- Lead all parts of the sales process including targeting appropriate accounts, lead selling, education and positioning brands for success within the account.
- Provide detailed tracking reports of wholesaler performance against agreed to supplier objectives.
- Develop key account relationships that deliver measurable results.
- Coordinate dinners, trade events, account tastings at all SGWS Events.
- Compliance tracking on all national account programs.
- Securing new placements and increasing brand presence, acting as a local brand expert

Career Highlight

- *Top Performing Sales Associate of overall Portfolio in 2017 out of 177 Retail Associates in the -American Liberty Division for Pernod Ricard Portfolio.*
- *Doubled my sales portfolio all 3 years by beating the market by 1.5x each year*
- *Up 16.9% at the end of this FY18 Year, 3rd Highest in the ALD Division*
- *Selected to present at annual GSM meeting to represent Absolut for having 53% growth in my territory in only nine months of working for the company*

THE HICKORY TAVERN- BALLANTYNE, N.C.

Bar Manager/ Restaurant Front of the House Manager January 2015- September 2015

- Manage the business aspects of the bar, such as keeping a current liquor license, negotiating supplier contracts, taking inventory and reordering supplies, managing budgets, and setting goals.
- Hiring and training staff to provide excellent service to patrons.
- Creating effective schedules and quickly resolving conflicts to ensure that bar is well staffed during peak hours.
- Setting and enforcing quality and safety controls.
- Ensuring licenses are updated and in line with current legislation.
- Planning and taking part in promotional events.
- Maintaining a fun, safe atmosphere for patrons.

Career Highlight

- *Weekly Schedules and manage over 45 FOH Bartenders/Servers*
- *This location averages \$75,000 a week*
- *Top 3 money grossing locations for the company.*
- *Wine pairing with food items and also personally wrote all wine and spirits drink menu*

EDUCATION

Marketing Management Major

Siena College – Loudonville, New York

