**ARMANDO ZAPATA**

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**MARKETING AND BRAND MANAGEMENT PROFESSIONAL**

**Creative, Organized, and Strategic** marketing professional with over 25 years of leadership experience in brand management and product positioning. Excellent organization skills and strong attention to detail. **Expert** at understanding consumer behavior, negotiation and developing engaging marketing strategies. **Skilled** at building relationships, planning events, and closing deals. **Articulate** problem solver and public speaker who **thrives** in a consumer-driven environment. **Identified** as a top-tier trainer and presenter and **dedicated** to driving initiatives that positively affect the bottom line. Consistent with high adaptability skills and a big contributor in collaborative settings.

**CORE COMPETENCIES**

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| --- | --- | --- | --- | --- |
| * Marketing Strategy * Field Marketing * Account Management * Social Media Content | * Brand Strategy * Content Writing * Customer Service * Commercials | * Event Planning * Public Relations (PR) * Communications * Staff Development | * Relationship Building * Media Production * Voice-Over Artistry * English and Spanish | * Public Speaking * Broadcasting * Storytelling * Press Relations |

**PROFESSIONAL EXPERIENCE**

Freelance Consulting, Chicago, IL 2017 – Present

**Marketing Consultant**

* Worked on a Freelance basis on marketing projects for clients such as Nissan, Abbott Labs, VISA, Hennessy Cognac, and CSC Service Works.
* Excelled at account development, lead generation, field marketing, brand ambassador, public relations, and customer training and education.
* Lead in a nation-wide program for customer buy-in of a new POS system which resulted in new visual branding and subsequent training and education for staff and management. Updated a daily CRM database. Producer of video content creation and voice-over artist.

Greenhouse Marketing Agency (Jack Daniel’s)**,** Chicago, IL 2012 – 2017

**Brand Ambassador**

* Increased product visibility and built strong consumer awareness by creating **300+** 360 field marketing programs and events for the entire Brown-Forman Whiskey portfolio. Had oversight of all events from concept to completion and trained staff prior to each event.
* Executed an award-winning branded Kentucky Derby viewing event attended by nearly **1000** consumers.
* Created digital engagement content and formed partnerships for new product launches that resulted in press coverage.
* Managed a marketing and promotions budget of $85K for a business with annual revenues of $40M+ and territory comprising of 7 states.
* Educated 10K+ consumers, partners, and other influencers on brand portfolio at monthly events budgeted from $200 - $5K.
* Delivered 500 comprehensive, interactive training seminars yielding 99% - 100% customer satisfaction ratings.
* Promoted advocacy and discovered new sales opportunities while working in tandem with the supply chain partners. Lead team in sales of personal barrel selections and followed up with staff trainings.
* Brand spokesperson for Radio, Television, and Print. Commended by the brand’s Head of Public Relations for always delivering key attributes for the brand with limited air-time.

Jim Beam Brands, Chicago, IL 2009 – 2012

**Brand Ambassador for Tequila and Cognac**

* Represented **8** assigned brands, generating **$50M+** in annual revenues throughout the US and Mexico.
* Trained, educated, and marketed to **5K** consumers, trade partners, and distributors and added **100+** new distribution points.
* Performed market research / analytics to identify new business leads and communicated trends to **5** Brand Managers.
* Conducted distillery tours and tastings to top accounts and built and sustained effective working partnerships.
* Partnered with external agencies to localize national programs toward target markets.
* Produced print and audio-visual marketing materials for product launch and provided content for social media applications.
* Spoke at **75+** events, gave an interview with **The New York Times**, and wrote then provided voice-over for an online training guide.

Illinois Center for Broadcasting, Chicago, IL 2008 – 2009

**Admissions Director**

* Recruited and enrolled students through leads and cold calls for training in the fields of Radio and Television Broadcasting.
* Headed the school’s first ever Hispanic program and identified and registered 45 new students.

Super Spots and JBTV, Chicago, IL 1993 – 2007

**Executive Producer/ Production Manager/Project Manager**

* Managedproject operations from **$5K to $50K** per production to create visual marketing campaigns for radio stations.
* Created **1000+** Television commercials, produced music playlists, and managed staff in studio and on location.
* Directed production schedules, programming, and staff and oversaw each production from concept to completion.
* Acted as the main point of contact for **7** major record companies to book **800+** artist interviews and produce **100+** concert shoots.
* Implemented **150+** promotions such as trips, product placement, and giveaways with an annual spend of **$50K**.
* Oversaw audio editing and motion graphics development. Created and organized new and efficient workflow system and created synergy. Designed a new system of accountability to collaborate between departments.
* Produced a yearly “Don’t Drink and Drive” TV special and wrote successful proposals to receive underwriting grants.
* Trained team members on media best practices and coached approximately **15** celebrities, actors, and other peers.
* Received **2** local Emmy awards and **2** Billboard Magazine awards.

**EDUCATION**

**BACHELOR OF ARTS, BROADCAST COMMUNICATIONS,** Columbia College of Chicago

**HONORS AND AWARDS**

**EVENT OF THE YEAR,** Nightclub and Bar Show Awards, Woodford Reserve Kentucky Derby Viewing Event 2015

**FEATURED STORY,** New York Times, Tequila Ambassador 2011

**EMMY AWARD**, Best Animated TV Spot, Rebecca at Work 2006

**EMMY AWARD,** Best Entertainment Program Series – U Dance with B96 1995