

Brooke Herron

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- Marketing Director** Charlotte, NC January 2019-Present
Foxcroft Wine Group
Direct all marketing for a group of three wine bars and wine retail shops including advance marketing and digital strategy for upcoming fourth location. Duties include Social Media Strategy, Digital Marketing Strategy (paid ads, email marketing, digital publications), website project management and influencer/media relations
- Marketing and Communications Consultant** Global/Europe Aug 2014-Current
-Independent Consultant on Marketing and Social Media Projects (most specifically for an intl. wine industry education organization): social media strategy and campaigns; email campaign and sales strategy, outreach-communications project development and management, PR strategy and media relations/influencer outreach; online ad campaigns, digital marketing program management; website project management
- California Sales and Brand Manager** San Francisco, CA Oct 2012-Oct 2014
Robert Kacher Selections French Wine Import Company
-Brand and Sales Management for California (Autonomous position with head of company in NYC)
-B2B Sales and Marketing Management for California Market (including all trade & consumer events mngmnt & marketing)
-Distributor-wholesale management, Pricing and Programming, Managed Sales-force education & annual CA budget
- National Sales and Brand Manager** Sonoma, CA Aug 2010- Oct 2012
Muscardini Cellars of Sonoma
-Management of B2B sales, B2C and B2B marketing and events, business development, and social media
-Managed all wholesale business for U.S. and set up winery social media profiles, did outreach in community
- Northern California Sales and Brand Manager** Petaluma, CA Feb 2009 – Aug 2010
Robert Oatley Vineyards
-Collaboration with Distributor to introduce and sell Robert Oatley Wines in the Northern California marketplace
-Fostered relationships with the distributor's sales force in order to gain more cooperation and support in marketplace.
-Management of sales to off-premise and on-premise accounts in the Northern California marketplace (B2B Account Management/Sales).
- Hospitality Director and Business Development Manager** Healdsburg, CA. Feb 2007-2009
Michel-Schlumberger Wine Estate
-Managed Hospitality, Wine Education, and DTC Sales and Marketing Projects
-Hired sales/hospitality team; Managed wine club, charity and trade events, journalist/press relations
-Created local referral network and Outreach Program (meeting with local business owners for symbiotic partnerships)
/Contributed to winery blog

EDUCATION:

CSU Study Abroad Program in Florence, Italy	2005-2006
BA in International Relations, San Francisco State University	2007
WSET Level 3 Advanced Certification	2009

Affiliations/Additional Skills:

- Italian and Spanish Language Proficiency
- Wordpress, Salesforce, TeamWork
- Mailchimp, Active Campaign, GoogleAnalytic
- Professional Bloggers Association
- Linkedin Ads/FB Ads/Google Ads/Instagram Ads
- Hub Spot Inbound Marketing