

## **Lindsay Lioz**

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**Objective:** To manage, build, and represent, a brand in order to gain recognition and grow sales. To create positive, constructive, relationships between a brand and consumers and distributors. To engage venues and their staff, while keeping moral and excitement high about product.

### **Employment History**

#### **Purity Vodka** Miami FL

*Regional Manager* Mar. 2013- Jan 20

- Manage sales for the state of Florida both on and off premise. Delivered over 700% sales growth and over 80% market reach. 130% over quota year over year.
- Manage and control T&E and State budget. Remain under budget every year while providing growth in sales.
- Manage distributor relationship, and keep top of mind. General sales meeting presentations, in market work withs, as well as designing and regulating incentive programs.
- Plan and manage regional marketing programs. Execute all local market initiatives.
- Build trade affinity for the brand. Working with tastemakers and industry professionals to gain respect and presence throughout Florida.

#### **Ultimat Vodka with Next Level Marketing** Miami FL

*Brand Ambassador* Mar. 2011 - 2013

- Miami-Dade representative of Ultimat Vodka via the Patron portfolio. Continued work on portfolio brands while increasing sales by 30% year over year. Expanding presence of Ultimat Vodka in the market.
- Consistently performed in the top 10% of the company reps
- Direct liaison between Patron Spirits and distributor, Southern Wine & Spirits.
- Integral role and key point person for Event Creation and Management
- Work closely with distributors to manage and build brand recognition. Monthly work withs , as well team building experiences.
- Establish and cultivate relationships with key tastemakers and point people within the bar industry
- Seek out opportunities beneficial to the company utilizing community channels
- Train and develop relationships within the hospitality industry throughout Miami

#### **Novero** Miami FL

*Luxury Account Manager* 2010 - 2011

- Effectively solicit and engage high end boutiques, luxury automotive dealers and consumer electronic stores to serve as retail outlets for our products.

Grew brand over 50%.

#### **Private Stock Spirits** Miami, FL

*Brand Manager* 2008-2010

- In charge of all sales throughout country on behalf of Private Stock Spirits. Delivered 90% in account growth.
- Open new territories and establish programming for the company and brand
- Run marketing for all venues currently stocking brand
- Organize events for venues
- Speak at distributor sales meetings

**Whitney Neil** Miami, FL

*Brand Manager/Ambassador* 2008-2009

- Assist in Sales growth
- Present brand identity and strategy to both distributors and their sales staff through out the country
- Develop marketing programs/strategies

**Brown Forman / The Hive** Los Angeles, CA

*Market Manager* 2007-2008

- Maintained and built new relationships with over 60 accounts throughout the Los Angeles area.
- Trained and educated wait staff and promotional staff on Brown Forman portfolio brands.
- Developed new menu placements, account programs and staff incentives at assigned accounts.
- Liaised between distributor, Young's Marketing Co., and wholesaler, Brown Forman and their managers.
- Implemented and booked all On-Premise promotions and events each tertile period.

**42 Below/Alchemy Vodka** Los Angeles, CA

*Brand Ambassador* 2005-2006

- Significantly increased regional sales.
- Managed on and off premise accounts through out Los Angeles.
- Implemented training course and hiring for new promotional staff.
- Established incentive programs
- Worked with public relations team to gain press and media in the Los Angeles "scene."

**Phillips Union** Los Angeles, CA

*Brand Ambassador* 2008-2009

- Expanded sales throughout Los Angeles.
- Set up and managed promotions
- Hired promotional staff.
- Involved company in various charity and high profile events.

Education

**University of Miami** Miami, FL

- Bachelor of Sciences in Communications Class of 2002
- Bachelor of Arts in Theater

Professional and Personal Skills

- Strong design sense and style
- Superb interpersonal abilities
- Excellent communication skills
- Successful salesperson
- Effective team player

Volunteer Leader for Coupla Guys and Gals Miami Chapter

Founder The GlamHer Foundation – a charity for low income/homeless women