

MONICA BUNTHA

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- ✓ **Client-focused leader** with 13 years of experience driving impactful sales and business initiatives across multiple venues, promotional events, Social Media, digital and print platforms.
 - ✓ **Articulate communicator** skilled in delivering impactful presentations and strengthening relationships with clients, team members and key business partners.
 - ✓ **Proven mentor, trainer and coach** of successful teams in line with aggressive performance metrics.
 - ✓ **Strategic marketing professional** skilled in developing and implementing innovative marketing initiatives to drive brand awareness, resulting in new and residual business.
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Professional Experience

MKTG, SENIOR EVENT PRODUCER – WA/AK/NE 2020 – Present

- Manage Diageo's strategic event planning opportunities for their spirits, seltzer, and beer portfolios, specifically through sponsorship & quality brand activations in WA, AK & NE. Activate at events that range in size, scale, & timing, with the use of strong cultural community and local awareness, to connect brands with the right events, while maximizing consumer satisfaction and brand relevance.
- Lead the strategic evaluation of event selection and activation for the portfolio of Diageo brands in a multi-state region, via Regional budget and additional National budget.
- Design hyper local campaigns grounded in market research, quantitative analysis, demographic studies, & partnership with cross-functional centralized marketing teams.
- Align all communications and convey programming decisions while serving as single point of contact across multitude of internal/external roles and audiences - including internal employees, distribution partners, activation agencies, et al.
- Spearhead pre- & post-event data operations, specifically forecasting costs & projected-ROI, overseeing integrity of data capture mechanisms and tooling, & developing recap-reports & post-mortems reflecting performance, enhancement opportunities, and successes.
- Manage & monitor logistical efforts inclusive of product inventory, resource allocation, and asset tracking.
- Own & maintain planning tools including master event calendars, Gantt charts, & RACI matrixes which drive logistical details, capacity planning, & accountability.
- Adhere to all branding documents to ensure events meet corporate standards & to guarantee customers/prospects are delivered high-caliber, consistent experiences.
- Supervise and monitor productivity of a team of employees across three states.

MATCH MARKETING GROUP, DIAGEO HYPERLOCAL EVENT MANAGER - PNW 2018 – 2020

- Manage Diageo North America's PNW Region, overseeing strategic event planning for their spirits portfolio, specifically through sponsorship and brand activation. Create strategies to generate long-lasting and credulous connections with the client to help communicate the best ways to adjust the ever-changing \$44M initiative.
- Lead the strategic evaluation of event selection and activation for the portfolio of Diageo brands in a multi-state region, via Regional budget and additional National budget.
- Design hyper local campaigns grounded in market research, quantitative analysis, demographic studies, & partnership with cross-functional centralized marketing teams.
- Align all communications and convey programming decisions while serving as single point of contact across multitude of internal/external roles and audiences - including internal employees, distribution partners, activation agencies, et al.
- Spearhead pre- & post-event data operations, specifically forecasting costs & projected-ROI, overseeing integrity of data capture mechanisms and tooling, & developing recap-reports & post-mortems reflecting performance, enhancement opportunities, and successes.
- Direct multiple activation agencies to ensure all deliverables are met by mandating regular cadence of meetings to track milestone achievements & target-attainment.
- Own & maintain planning tools including master event calendars, Gantt charts, & RACI matrixes which drive logistical details, capacity planning, & accountability.

FREELANCE MARKETING, COMMUNICATIONS & SOCIAL MEDIA CONSULTANT 2017 – Present

- Conduct marketing research to identify industry trends and commercial opportunities
- Develop and implement a marketing strategy according to objectives and budget.
- Advise on branding, positioning, communications, and other marketing issues.

- Manage and monitor all social media channels including content creation, digital asset development, social community engagement, reputation management and promotions.
- Manage, produce, and staff all marketing and public relations initiatives.

WINES OF SUBSTANCE, *DIRECTOR OF MARKETING & COMMUNICATIONS*

2016 – 2017

- Developed press releases, media pitches, etc. and served as the primary point of contact for outside PR firm.
- Design, develop and manage brand websites including content creation, graphic asset creation, Google Analytics and regular framework and content updates.
- Design and implement an annual communications plan, message strategy, and calendar to increase visibility and engagement.
- Manage all in-kind media support/event sponsor agreements including managing advertising schedules, producing digital marketing assets, designing print advertisements, and creating TV/radio advertising copy.
- Manage Trade Marketing Manager in creation of printed and digital sales POS and training tools for internal sales team as well as distributor networks.
- Manage all social media channels including content creation, digital asset development, social community engagement, reputation management and promotions.
- Manage all marketing sales initiatives, direct to consumer business, and team members in all tastings rooms.

WASHINGTON STATE WINE COMMISSION, *MARKETING MANAGER*

2012 – 2016

- Oversee \$1MM marketing budget, ensuring cost efficient solutions for Washington state wine industry.
- Work in collaboration with senior leadership to develop and implement educational seminar concepts and overall content, ensuring success of marketing activities.
- Lead and direct production teams in creation of POS materials and various other printed marketing collateral, driving market awareness for local, national, and international programs.
- Work in close collaboration with Communications team to disseminate program logistical information, program promotions, and earned media strategies.
- Managed event coordination to include expense and revenue data, budget development, registration and attendee management, marketing material development, purchasing, advance and day-of logistics, compliance, staffing, and organization and analysis of information.

MCCRACKEN TOUGH RESTAURANTS, *MARKETING & EVENT MANAGER*

2009 – 2012

- Drove positive marketing performance and growth through development of sales action plans.
- Ensured strategic usage of digital and Social Media marketing.
- Led and directed bar managers in cocktail menu creations and features and oversaw spirits budgets for each property to ensure that costs were inline.
- Managed event coordination to include expense and revenue data, budget development, registration and attendee management, marketing material development, purchasing, advance and day-of logistics, compliance, and organization and analysis of information.
- Staff and manage all on and off-site events for three properties.

BFG COMMUNICATIONS, *RJ REYNOLDS PROGRAM MANAGER*

2008 – 2009

- Led and directed Market Managers and field marketing teams, including recruiting and training of top talent.
- Developed and maintained strong client relationships with key nightlife and retail accounts, resulting in key referrals and regular incremental business.
- Conceptualized and implemented marketing events to meet/exceed corporate and client expectations, including development of branded POS materials and consumer giveaways.
- Ensured quality and program integrity through regular audits of field marketing team.

Education & Training

Bachelor of Arts in Communication and English
UNIVERSITY OF WASHINGTON | Seattle, WA

Google Analytics Individual Qualification
GOOGLE.COM | Seattle, WA