

# JASON CRAIGHEAD

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## SUMMARY

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Senior On-Premise Account Representative with over 12 years in the beverage industry, nine of which in management. Strong background in exceeding KPIs in relation to revenue growth, new product representation and winning new business. Key strengths include managing operations and motivating employees, whilst growing revenue in highly profitable restaurants and bars, strategic account planning background including marketing and partnering with decision makers and influencers, and relationship building skills.

## EXPERIENCE

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**2019 – Present** **First Down Sport's Bar** **Arlington, VA**

*Assistant Manager*

- Lead all operating procedures including negotiating liquor and beer sales and work with representatives to market new products

**2016 – 2019** **Southern Glazer Wine & Spirits** **Northern VA**

*On-Premise Representative – Key Accounts, Transatlantic*

- Managed and built on-premise relationships with buyers and decision makers at 85 strategic accounts which include hotels, bars, restaurants and golf courses to grow existing brand usage with Bacardi, Patron, and Campari portfolios, along with Jägermeister and Illegal Mezcal at the largest North American distributor of wine and spirits
- Grew and maintained over 16% territory growth across portfolio through regular client visits and touch points becoming the Campari Wild Turkey Blitz and Aperol, Campari, Espolon (ACE) top on-premise performer for multiple quarters in 2017 and 2018
- Created the number one grossing Cazadores Tequila account in VA between 2017 and 2018 through building strong relationships with owner and manager of Velocity Wings Bar in Potomac Falls, by participating in happy hours to present product and obtaining a central placement of product on feature and table top menus
- Partnered with Trade Development Manager and Brand Ambassadors to secure, plan and participate in high profile local events to market new products or showcase current products, which resulted in being rewarded the Bacardi USA top performer 3 times, the most recent of which was an accumulation of a Cinco De Mayo Cazadores Takeover event at Don Tito's bar in Arlington, VA, an Angels Envy Cinco de Derby at Northside 10 Bar in Arlington, and executing the first cocktail on tap for the Transatlantic team at the top grossing account in Alexandria, VA, Virtue Feed and Grain
- Maintained knowledge of all suppliers products and programs, which included holding training at account sites when applicable, and tracked, maintained and compiled weekly and quarterly reports with account performance and competitive details

**2011 – 2016** **Looney's Pub** **College Park, MD**

*Assistant General Manager*

- Co-managed the day-to-day operations of \$6.7m annual revenue restaurant and bar, overseeing 20-25 staff on any given shift, directing floor managers and hourly employees, hiring, training and motivating team members to ensure customers were satisfied

- Increased Facebook, Twitter and Instagram followers by 110% over a 12 month period by devising and leading a PR and advertising strategy, utilizing a software called Constant Contact which helped to build a customer contact list, resulting in a 35% increase in sales from the prior year
- Compiled daily financial reporting and evaluated menu items and assisted in designing a new permanent drink menu, seasonal cocktail menu and a slimmed down gameday menu, for football and basketball games
- With the aid of Fireball ambassadors, Looney's Pub became the top account of that spirit in the entire state of Maryland
- Collaborated with distributors to ensure that the most popular bar items were always well stocked, never running out of high selling inventory during busy periods

**2010 – 2011**

**First Down Sport's Bar**

**Arlington, VA**

*Assistant Manager & Bartender*

- Co-led operating procedures including ordering of products, managing staff of eight and negotiating with liquor and beer sales representatives to promotion new products at this busy Sport's Bar
- Developed sales tools to assist selling such as, "March Madness Wing Bracket", driven by social media which included unveiling a new sauce that customers had voted on, in conjunction with drink specials from a local distributor and increased wings sale by 25% for March vs. Year Prior.

**2007 – 2010**

**Awful Arthur's Seafood Co.**

**Blacksburg, VA**

*Assistant Bar Manager*

- Co-managed operations for the bar including managing security team of eight, organizing weekly schedules, training staff about VA ABC rules and regulations, and controlling and managing ordering of weekly bar inventory

## **INDUSTRY AWARDS**

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Bacardi USA Supplier Award Top Performer – February '17 / June '17 / January '18

Transatlantic off-premise Pre-Sale P5 Blitz Top Performer May '17

Campari Wild Turkey Blitz Top Performer On-Premise Q1 2018

Campari ACE #1 Programming Top Performer On-Premise Q2 2018

Campari ACE #2 Programming Top Performer On-Premise Q3 2018

Grey Goose Holiday Programming Top Performer On-Premise Q4 2018

## **EDUCATION**

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**Virginia Polytechnic Institute and State University**

**Blacksburg, VA**

*Bachelor of Arts & Sciences – Interdisciplinary Studies, Business Leadership and Sociology (2007)*