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Top Skills

Key Account Management

Relationship Building

Brand Management

Languages

English

Certifications

Cicerone Server

Tara DoBucki

Southern California Director of Sales at ROK DRINKS

Greater Los Angeles Area

Summary

An accomplished and capable sales professional with over 15 years of diversified experience in the adult beverage industry consisting of bar owner, spirit/beer supplier, distribution and consumer casual dining industry sectors. Known for a strong grasp in developing and executing beverage sales plans with key On-Premise accounts in high volume/high visibility geographies around the Southern California marketplace. Demonstrated abilities to penetrate and grow distribution while building incremental revenues and enhancing brand awareness for the adult beverage industry. Recognized for having a significant marketing vision as to where the marketplace is trending and introducing new products into that market niche. A sales professional who understands the evolving adult beverage market with a solid background in successful product launches that target unmet consumer needs within the burgeoning beverage sector. Proven track record in introducing and propelling acceptance of new high-end brand offerings. A fact based leader who engages customers through innovative and sophisticated promotions that produce new market entry opportunities and positive sales introduction outcomes. A customer focused approach allows for gaining and establishing solid customer satisfaction.

Core Competencies

- Creative and innovative promotion skills expertise
- Development and execution of sales plans skills
- Driven top producer professional
- Wholesaler distribution growth expansion capabilities
- Intuitive selling techniques building
- Brand awareness
- Proven presentation
- Customer focused
- Distribution
- Known rapport

Experience

ROK DRINKS

Southern California Director of Sales

March 2018 - Present (2 years)

Greater Los Angeles Area

ROK Drinks has a multi-national portfolio of outstanding and award-winning drinks.

- Developed innovative programming across the brands
- Gained unprecedented new distribution with consistent reorders
- On-boarded all new sales representatives
- Organized all team building events
- Led my team to double digit growth 2 consecutive years
- Present portfolio of brands being attuned to the needs of given accounts
- Successfully launched new brands into the market
- Responsible for internal as well as third party sales teams

Lomita Alehouse

Owner

March 2016 - November 2019 (3 years 9 months)

Lomita, CA

Lomita Alehouse is a neighborhood beer and wine bar with a huge selection of craft beer on draft and in bottles and cans, including several from the South Bay.

- Created and designed fresh new neighborhood beer bar concept to include several local craft beers, and live music.
- Coordinated several charity events which raised thousands of dollars for breast cancer awareness, animal rescues, and Ronald McDonald House
- Hired and trained all bar staff necessary for bar operations
- Designed and implemented procedures to maximize efficiency and minimize risk
- Incorporated innovative promotional programs utilizing my collaborative spirit
- Continuously curate a beer menu that drives excitement and curiosity among customer base, while simultaneously building relationships with dozens of local and national breweries and distributors

- Partnered with local leaders and businesses to ingrain our establishment in the community

Constellation Brands

On Premise Representative

February 2008 - October 2015 (7 years 9 months)

Greater Los Angeles Area

Constellation Brands is an international producer, marketer and distributor of wine, beer and spirits addressing the consumer and wholesale marketplaces.

- Successfully secured and propelled new distribution points with high profile accounts including Loteria, Commerce, Normandie and Hustler Casinos.
- Key driving force in penetrating and introducing five new draft lines into Los Angeles International airport becoming the 1st time that had been accomplished for Constellation.
- Resourcefully introduced a new high end adult beverage into the Southern California marketplace resulting in increased sales by 5M cases in the 1st year.
- Created/developed and presented poised and effective sales presentations during monthly wholesaler planning meetings.
- Won an On-Premise sales contest challenging who could achieve the biggest increase by selling in 77 new menu placements tripling management expectations.
- Based on solid relationship building was able to be a significant contributor in driving a major wholesaler to 3 consecutive annual sales incentives achievement based on volume sold, incremental distribution and velocity.
- Appointed to be the chief in house sales associate mentor to help guide and train incoming employees on the art of acquiring and growing new customer relationships.
- Became the only On-Premise rep in the country that was able to achieve 100% distribution on the Modelo Especial brand.

US Concepts-Diageo

Brand Ambassador

2007 - 2007 (less than a year)

Southern California and Las Vegas

US Concepts provides strategic interactive and experiential marketing services.

- Recruited by management to become the chief coordination leader in orchestrating and planning promotional events to help drive brand awareness.
- Key contributor to the leading division in the country in increasing new distribution points. (Top 20%)

Southern Wine & Spirits

Chain Territory Manager

2005 - 2007 (2 years)

Anaheim

Southern Wine & Spirits is the largest wine and spirits distributor in the country.

- Key member of project team that orchestrated and set up the 2005 & 2006 Fall Trade Tasting event. Both events were well attended and considered a success in both years.
- Stepped up and played a leadership role in organizing annual/quarterly team events and POS sales “Blitz’s” resulting in more engaged employees and improved brand awareness.
- Built brand awareness and new business relationships while preparing territory for quarterly executive survey visits.

Chili's

Head Bartender

2000 - 2007 (7 years)

Mission Viejo

Chili's is a recognized leader in the full service casual dining category and features a varied menu.

- Known as a consistent leader in appearing in the top 5% in all company sponsored sales contests in California.
- Recognized as a strong communicator with customers while intuitively understanding the changing and trending tastes of adult beverage consumption. Known for delivering solid customer satisfaction.
- Possessed a solid grasp of the most popular and trending liquor, beer and wine varieties and worked with vendors ensuring the proper mix and inventory levels were consistent with customer demand. Results were highest shift sales over all other bartender teams.
- Appointed to manage and plan staffing schedules for the “front of the house” team ensuring seamless delivery of expected customer service.

Education

California State University-Los Angeles

Bachelor's degree, Criminal Justice · (2004)