**ETHAN R. KELLEY**

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**EMPLOYMENT HISTORY**

SPIRITS NETWORK – New York, NY **4/19 - Present**

*(World’s first-ever, shop-able top-shelf alcohol, streaming entertainment channel: original content, documentaries, interviews, mixology and more)*

**Membership Manager**

Start-up media company - July, 2019. Spirits Network is the only shop-able streaming entertainment channel where you can watch and taste the finest spirits in the world delivered right to your home from any device. Responsible for all national and international membership sales for all subscription services, manage Public Relations and creative agency partners, compliance, and managing distributors, retail networks, and import channels.

**Sales:** Responsibilities include: achieving optimum sales volume, managing, coordinating, and overseeing all sales activity, review current business contribution of digital channels, create customer dashboards, set objectives based on an in-depth marketplace review, create customer retention and loyalty (long-term engagement) programs, forecasting, budgets, lead generation, product offers, prioritize to define initiatives, customer acquisition, determine customer acquisition cost (CAC), profit goals, determine the potential sales of lifetime customer value (LCV), customer average purchase amount, frequency of purchases, and typical customer lifespan, guide the implementation of all customer service responses, and create systems to identify and market to the most profitable customers.

**Management:** Manage all sales, forecasting, direct and oversee all sales policies, objectives, initiatives to ensure annual sales targets and profitability goals are achieved, all customer experience protocols, national spirits suppliers and distributor partners relationships and agreements, all direct-to-consumer transactions ensuring by state compliance in 17 states (NY, CT, NJ, FL, CA, IL, and TX), manage Public Relations, creative agency partners, and paid and organic Social Media partners, e-commerce management, B2C Commerce and Marketing Cloud solutions, manage fulfillment partners relationships, logistics, pricing, and legal agreements.

**Marketing:** Create initial DTC marketing & shopping experience plans including subscription services social/digital strategies, specific tactics to implement the strategy and integrated content marketing, SEO, social media, targeted email blasts marketing campaigns, print ads, radio commercials, and direct mail including: NBTV Channels, Apple TV, Apple IOS App Store, SpiritsNetwork.com, Android and Amazon Fire, communicate and execute all local and trade marketing activities, programs, promotions, digital programs, events, and report competitive activity.

**Operations:** Financial accountability, goal progress reports, negotiations, inventory, forecasts vs. actual reports, financial planning, budget reviews, analytics, profit attainment, analyze business and channel performance, SWAT analysis, and all communication.

* Initiated a change in corporate strategy, from a gifting service to a *“surprise and delight”* company, saving 60% on customer retention and increased customer product spend.
* Retained three national distribution partners ensuring all direct-to-consumer transactions are federally compliant.
* Created, and implemented a national field marketing plan, proposed and enacted annual budgets for field activations and public relations. Plan included the creation of a multi-state ambassador program with a bounty program.

DOMAINE SELECT WINE & SPIRITS, LLC - New York, NY **5/16 – 6/18**

*(Imports and distributes wines specialized spirits, imported beers, sakes, and shochu.)*

**Spirits Manager, New York State**

Responsible for developing and executing bold, consumer-centric spirits branded programs: media, social, experiential, PR influencers, and CRM, and collaboration with the global suppliers, internal cross-functional teams, and various agencies.

**Management:** Manage all spirits brands marketing and branding programs, forecasting, budgets, sales materials, compliance, pricing, annual sales targets and profitability goals, quarterly POD reports, channel plans, graphics, presentations, training, create programs targeting key, luxury, and high profile accounts, and manage digital/social/mobile agencies.

**Marketing:** Create the brand communications strategy, architecture and campaigns, execute all local and national trade marketing activities, digital programs, in-field execution of programs, brand management, and trade events.

**Operations:** Financial accountability, budgets, forecasts, analytics by channel performance, and executive reporting.

* Earned full bonus every year.
* Focused marketing programs assisted the new spirits divisions in earning the title, #1 in Sales, nationwide, increasing statewide spirit sales by 210% in one year.
* Created online trainings and social media strategies reducing travel and activation budgets 25% per year.

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**EMPLOYMENT HISTORY**

BARMETRIX - Indianapolis, ID **1/15 – 8/15**

*(A hospitality services and coaching franchise business, in 18 cities across 6 countries and has worked with over 6,000 operations teams, world-wide)*

**Facilitator**

Responsible for on-premise consulting services implementing a new service and leadership program created by Diageo, called *The Acceler8 Coaching Program*. It operates in a 12-month frame-work designed specifically for bar and restaurant owners and operators who are determined to stabilize and grow their operations. It provides the tools, coaching, peer group and structure to create long term sustainable change.

* Achieved 135% of goals.
* Improved customer experience, drove revenues higher across all accounts, with an average of +15% within 3 months.
* Trained and coached managers about beverage control systems, resulting in lowering costs an average of 8%.
* Sold programs that reversed the previous negative overall volume trends usually within a few weeks.

DUTCH’S SPIRITS - Pine Plains, NY **6/11 – 9/14**

*(A start up distillery operation beginning with a historically recognized property and launching with 5 SKUs in the Tri State area)*

**Brand Manager**

Responsible for achieving brand objectives, key performance indicators, creating targets, strategies and tactics, while managing and assisting with the development of in-market customers to achieve profitable long-term growth.

**Management:** Manage all spirits brands marketing and branding programs, national, local, and regional advertising, promotions and new product launches, forecasting, budgets, sales materials, compliance, pricing, work closely with sales, quarterly POD reports, channel plans, graphics, presentations, training, and manage external agencies (media, creative, PR, digital etc.) while working flexible hours, evenings and weekends, and achievement of company objectives.

**Marketing:** Branding, create the development and implementation of consumer and trade strategies, delivery of brand initiatives, concept creation and follow-up assessment, merchandising, mixology, brand communications strategy, company architecture and campaigns, digital programs, in-field execution of trade marketing programs, brand management, act as a Brand Ambassador, create trade event materials, attend distributor, trade and public events.

**Operations:** Financial accountability, budget allocations and monitoring budget utilization, competitive data and sales analyses, training the team on Brand guidelines, and executive reporting.

* Created all marketing strategies, content, and materials for a line of new spirits products from concept to reality.
* Initiated product introduction program to create local noise by marketing and selling spirits at regional and local Farmer’s Markets. Program resulted in hundreds of tastings and selling an additional 120 cases per week.
* Assisted sales introducing the products through a network of distributors, activating 4 markets (including national chains, and military bases) resulting in sales results of +500% above first year goal, with two employees.

BRANDY LIBRARY - New York, NY **8/04 – 11/10**

*(Whisky Bar featuring one of the largest spirit collections in the country,* *over 100 different cocktails, and over 900 bottles in the liquor library)*

**Beverage Director**

Responsible for managing annual sales in excess of $4M, managing systems and controls to achieve financial performance, control labor and nonfood costs, purchases services and approved products, ensures proper staffing levels, develop, manage, train, and evaluates employees, managers, and supervisors, ensures that all services and programs are in compliance with federal, state and/or local regulations, laws and statues.

* Exceeded all goals every year.

EDUCATIONAL ACHIEVEMENTS & ADDITIONAL SKILLS

**Elon University (Private University) – Elon, North Carolina**

*Bachelor of Arts Degree in Fine Art*

**Salesforce, Microsoft Office (Excel, PowerPoint, Word, and Outlook), AC Nielsen, and IRI syndicated data**