**John Marini   
Address: 1032 Cedar Falls Drive, Weston, Florida 33327  
Phone:   954-347-8873 Email:** [**johnmarini414@aol.com**](mailto:johnmarini414@aol.com) **LinkedIn:** [**linkedin.com/in/jmarini**](http://linkedin.com/in/jmarini)

**Marketing Manager**

An enthusiastic leader, a self-driven person with 35 years of experience in the field of Marketing. Expertise in consumer goods markets, including On and Off-Premise Account Management, Strategic Planning, Three-Tier Product Distribution, Distributor Management, Category Management, and Key Retail Account Management. He has outstanding communication, Computer, and interpersonal skills. He has played a key role in increasing the revenue of the organization. He has initiated many programs to increase brand awareness and strengthen the relationship with distributors.

***~ Facilitated Florida distributor to become the 3rd largest distributor in the US selling Weihenstephan.***

***~ Played a vital role in increasing Revenue Generations in the organization he has served.***

***Area of Expertise: ^*** *Marketing Management* ***^*** *Sales* ***^*** *Strategic Planning* ***^*** *Project Management* ***^*** *Customer Experience and Insight Planning ^ Revenue Generation****^*** *Leadership Skills* ***^*** *Distribution Management ^ Team Player* ***^*** *Business Development* ***^****Market Analysis****^*** *Category Management* ***^*** *Interpersonal Skills ^*

**PROFESSIONAL EXPERIENCE**

**Total Beverage Solution, Mt Pleasant, Sc (2009 – Jan 2020)**

**Market Manager**

*An imported and Beverage Supplier*

* Responsibilities include all aspects of sales, Distributor Management, and Marketing to 5 states while managing 30 distributors.
* Conducted yearly annual Business plan at every distributor and handled mid-year review meetings to keep the focus on the brand.
* Successfully rolled out Gaffel Kolsch, Saigon Export, Tennent’s & Godfather brands, increasing Gross Profit by $29,800 in 2019.
* Provided training to distributor sales teams to help sales rep understand brands, grow new distribution & review plans.
* Maintained good relationship with key chains and venues - Disney’s Epcot Pavilion’s, World of Beer, Total Wine & More, ABC Fine Wine & Spirits, Brass Tap to develop the revenue of the organization
* Achieved 30% growth on Weihenstephan brand in all markets and facilitated Florida distributor to become the 3rd largest distributor in the US selling Weihenstephan.
* Managed trade spent a budget of $65,600, and T&E budget of $25,200 to help drive sales and activity within all markets. Through this, he achieved $593,630 of Gross Profit for TBS, sold over 91,000 cases in 2018
* Conducted tap takeovers/brand promotions for key brands in accounts every year- setting up activity w/accounts, staff training, sampling & discussing brands with consumers & chains to help drive brand awareness.

**Key Achievements**

* Successfully increased beer brands from 2009 to 2019 by +94% (2010 +9%, 2011 +17%, 2012 +15%, 2013 +10%, 2014 +15%, 2015 +31%, 2016 +5%, 2017 Flat, 2018 +11%, & 2019 (-10%)

**HEINEKEN USA, WHITE PLAINS, NY (1986 –2008)**

**Regional Account Manager**

*A Beverage Organization*

* Hired as Field Rep at Van Munching & Company, which was importer of Heineken USA from 1986-1994.
* Promoted as a Division Manager, Southern Division, led a team of 12 employees and managed accounts in Florida encompassing Grocery, C&P and on-premise Channel
* Managed sales, marketing, & distribution for beverages business around $7.5 million and $127M in annual sales.
* Conducted monthly, and annual distributor business reviews developed strategic distributor program and account plans, which created impacts on distributor sales and growth.
* Managed a budget of $4.8M to ensure revenue growth of product portfolio in 12 Florida distributors.
* Facilitated annual events including Lipton Tennis, Doral Golf Tournament, Coconut Grove Art Festival, Royal Caribbean Classic Golf, Jimmy Johnson TV Show with Sports Channel, Sports Jam Live TV Show, and Franklin Templeton Golf Shootout, increasing brand awareness.
* Promoted as an On-Premises National Account Manager (2002–2004), managed Sales, Marketing, and distribution for business totaling 2.6 million cases and annual revenue about $4 million.
* initiated development plans for the movement of 16oz bottles (PET) in all venues throughout Florida. Major programs with Flanigan’s restaurant chain resulting in Heineken annual volume increased by115%.
* Designed & developed customized statewide program for Bennigan’s resulting in volume increases, including Heineken draft +161% and Amstel Light draft +400%.
* Promoted as Group on Premise Manager (2004-2006), driven Heineken financial performance through on-premise retailer management in six markets within Florida Zone.
* Managed a team of seven employees and also handled Recruitment, Training and Development, managed budgets, and monitored productivity, quality, and performance standards.
* Initiated sharing ideas during Weekly/monthly conference calls as a part of the development process, which significantly increased morale and productivity.
* Managed training of direct reports in Florida Zone to meet and sell in programs to national account chains including Hooters, TGI Fridays, Applebee’s, Outback, and Buffalo Wild Wings.
* Launched Heineken Light rollout launch and played an integral role in crossing over into brand new target market. Organized training programs to employees, created promotions, nurtured account relationships, created sell-through strategies, and targeted marketing programs.
* Worked with Key Retailers, Direct Reports, and Distributor Management to affect consumer, retailer purchase patterns and pricing. Analyzed retailer performance and competitive actions, which enhance their performance.
* Due to my hard work and achievements, promoted as a Regional Account Manager (2007-2008).
* Responsibilities include all aspects of Sales & Marketing to 11 key accounts ensuring maximum market penetration, brand awareness, and sell-through.
* Emphasized on client relationship management, AC Nielsen data, program analysis, excellent client service, and developing strategic business marketing plans.
* Handled many Clients such as Walt Disney World, ABC Fine Wines & Spirits, Universal Studios Orlando, Ale House Chain, Flanigan’s restaurant chain, Bank Atlantic Center, Dolphins Stadium, & Hard Rock Hotel & Casino.
* Worked very closely with key off-premise retail chain accounts throughout Florida and Southeast Region and has provided comprehensive category management, AC Nielsen data, suggested, and managed pricing levels.
* Initiated server programs with Universal Studios to promote a brand that increased sales of 17% YTD. Brands grew from 7% YE 07 to +17.5% through October of 08.
* Developed, managed marketing, promotional programs and gained input from distributors and redeveloped and strengthened threatened relationships with Universal Studios, and increased revenues more than 25% within the first two years through increased distribution programs.
* Increased Heineken draft more than 25% with the Ale House through an all-day, everyday program, developed and executed an annual strategic business plan for chain accounts based on sales and marketing objectives to exceed goals and increase customer satisfaction.

**Key Achievements**

* Successfully increased sales volume to 20% growth in the span of 2 years.
* Developed Break-Even analysis program for ABC Liquors resulting in increased sales over a period of 30 days. The volume raised from 7% to 10%.
* Organized partner programs to six per year resulting in more than 12% growth over a period of 18 months by established strong relationship with Flanigan’s restaurant chain.

**PRIOR EMPLOYMENT DETAILS**

* Market Manager-Total Beverage Solution (2009 – Jan 2020)
* Regional Account Manager - Heineken USA, White Plains, NY (1986 - 2008)

**EDUCATION & AFFILIATIONS**

* Bachelor of Business Administration – Marketing, IONA College, New Rochelle, NY