

# MICHELLE TABRIZIAN

## Director of Business & Marketing

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### Career Objective

Accomplished business and marketing director bringing 8+ years of progressive career history leveraging industry and market trends to shape consultative approaches, customize valuable solutions and drive business growth. Seasoned in building key partnerships and customer relationships while employing competitive intelligence to capitalize on business opportunities.

### Additional Skills

- Business Development
- Growth tracking
- Critical thinking
- Communication skills
- Promotion development
- Territory and account management
- Public speaking
- Spirits knowledge
- Fluent in: Farsi, Turkish and English

### Work Experience

2020 - Present  
Safe House Distilling Co.

#### Director of Business & Marketing

- Used trends in customer industries and marketplaces to shape solutions and drive brand approaches. increasing sales revenue by 34% since 2020
- Established new social media team including Web developers, and Creative Designer growing company web presence and global brand awareness by over 50%
- Planned, developed and led negotiation of key business partnerships growing the distribution footprint by 68%

2018 - 2020  
Safe House Distilling Co.

#### Brand Manager

- Generated leads and capitalized on valuable business opportunities to bring in new company revenue and improve bottom line profit by 32% annually
- Initiated a series of marketing campaigns including email, digital, and social media.
- Built strong base of loyal customers through friendly interactions and professional engagement.

2017 - 2018  
Sandbar Brewery and Grill

#### General Manager

- Conducts weekly inventory on liquor, beer and kitchen products
- Managed and improved requirements, gaps analysis, training and development
- Designed sales and service strategies to improve revenue and retention.

2014 - 2017  
Republic National Distributing Company

#### Sales Representative

- Achieved sales goals, increasing revenue by 10% for top accounts every year for 3 years while expanding personal sales portfolio by 100+ new accounts.
- Effectively planning and organizing client routes within territory.
- Contacted new and existing customers to discuss how specific products could meet needs

### Education

2010 - 2014  
University of New Mexico

Bachelors in Business Marketing  
3.4/4 GPA