

# Collin D. Kennedy

5 Jackson Drive, Milford, CT 06460

(203) 218-9919

CollinDKennedy@gmail.com

**Profile** Consumer-focused marketer and brand strategist with a proven track record of planning and executing industry-leading product launches and marketing initiatives to attract consumers and build long and short-term brand relevancy and growth.

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**Relevant Skills** Strategic Marketing; Brand Management & Development; Personnel Management; Budget Development & Management; Digital & Social Media Marketing; Vendor Management; Search Engine Optimization; Email Marketing; Google Analytics; Copywriting; Experiential Planning & Activation; Presentation Development; Market & Competitive Analysis; Sponsorship Marketing; Sports & Entertainment Marketing;

**Professional Experience** **Two Roads Brewing Company | Stratford, CT** **July 2015 - Present**  
**Vice President of Marketing, 2024 - Present**  
**Director of Marketing, 2019 - 2023**

- Interface with CEO and C-suite to align marketing strategies with overall business goals, resulting in Two Roads becoming the 44th largest independent craft brewery in the US out of over 9,500.
- Lead a team of 9 marketing professionals across brand marketing, experiential marketing, digital & social, and taproom operations, successfully driving brand growth and delivering impactful marketing initiatives.
- Plan and execute go-to-market strategies for new products, including Two Juicy, which achieved recognition as a top 15 Imperial IPA in the northeast.
- Create and execute strategic Annual Business Marketing Plan, securing buy-in from internal stakeholders, board members, investors, distributor partners, and key account retailers.
- Spearheaded the management and strategic development of three retail locations, including the Two Roads Brewing Tap Room, Area Two Experimental Brewing, and the Two Roads Food Hall, enhancing the brand's retail presence and customer experience.
- Initiated and oversaw the launch of brand extension locations, including Two Roads Tap Rooms at Bradley Airport and Hartford Healthcare Amphitheater, aligning with key retailers to expand brand reach.
- Lead the New Product Development committee, innovating in response to consumer trends; notably developed Two Roads Flavortown Spiked in collaboration with Guy Fieri, from concept to market in under a year.
- Collaborate cross-functionally with Operations, Brewing, QA, Packaging, and Sales teams, ensuring integrated marketing and operational efforts.
- Directed a comprehensive brand refresh through extensive consumer research, leading to a revamped packaging design based on feedback from over 1,000 consumers leading to 17% volume increase on key brands.
- Forged strategic partnerships and collaborations, including with UCONN Athletics, Mohegan Sun Casino, Grammy-nominated Noah Kahan, and Guy Fieri, significantly elevating brand visibility and sales.
- Manage and guide the Events and Experiential Field teams, successfully organizing large-scale events and various consumer-engaging activities throughout east coast footprint, reflecting the brand's ethos.
- Maintain and nurture multiple agency relationships across creative, digital, and PR sectors, ensuring cohesive and effective marketing campaigns.
- Manage a multimillion-dollar national marketing budget, ensuring optimal allocation and tracking of funds to maximize ROI.
- Manage the integration of multiple brands, including Two Roads Brewing, Daybreaker Vodka Cocktails, and Area Two Brewery products, streamlining sales and marketing efforts.

**Senior Brand Manager, 2016 – 2018**

**Brand Manager, 2015 - 2016**

- Assisted CMO in developing and executing strategic brand marketing plans for a portfolio of 40+ brands.
- Launched two high-value line extensions, including Tanker Truck Sour Series and Juicy line, driving increased brand awareness and revenue.
- Led packaging and communication development for all new brands, ensuring alignment with brand strategies and market positioning.

- Played a key role in building and launching Area Two Experimental Brewing, a high-end bottle segment of Two Roads Brewing.
- Managed vendors and agency partners to develop comprehensive marketing assets, including brand graphics, packaging, and POS materials.

**Amplitude Marketing Group, Inc. | Newtown, CT**

**July 2012 – June 2015**

**Marketing Manager (promoted from Associate Marketing Manager after just eight months)**

- Served as account manager and client contact for campaigns totaling more than \$2.5 million, successfully achieving campaign objectives and delivering exceptional results.
- Managed program budgets ranging from \$200,000 to \$800,000, ensuring efficient allocation of resources.
- Collaborated with a team to design and implement metrics-driven marketing programs, leveraging data for continuous optimization.
- Conceptualized, wrote, and pitched new business presentations and proposals to leading national consumer brands.
- Managed and executed social media marketing programs, with a focus on contests and sweepstakes.
- Negotiated contracts with subcontractors, including print, digital, display, and pricing vendors

Project Experience: Tazo

- Designed and executed six-month, coast-to-coast experiential sampling tour aimed at introducing consumers ages 18-24 to redesigned branding, packaging and flavor innovations;
- Managed all field staff logistics, coordinating city-by-city activation details

Project Experience: AutoZone

- Conceptualize and developed NASCAR affiliated sponsorship and experiential tour designed to change negative perception of customer service provided by AutoZone

Project Experience: Schick Hyrdo

- Wrote and produced Schick Hyrdo digital video ad for cross promotion with FOX and X-Men: Days of Future Past
- Led all facets of ad production including location scouting, talent sourcing, crew management and budgeting

**Education**      **Providence College | Providence, RI**  
Bachelor of Science in Marketing

**Arcadia University College of Global Studies | London, England**

**Software**      Google Analytics, Microsoft Office Suite, Facebook/Instagram for Business, VIP Reporting, E-Commerce Platforms (Instacart, Square Retail, Toast Reporting)

**Community Engagement**      **State of CT & Town of Stratford Community & Economic Engagement**  
*Through efforts at Two Roads Brewing Company:*

- Panel member and participant in annual CT Tourism Conference.
- Stratford business representative for the CT Economic Development Summit.
- Through events and Tap Room operations, have helped to draw over 150K customers annually to the Two Roads and the Town of Stratford from all over the state and Northeast.
- Focus on working with local artists, vendors and food trucks for many of our large consumer events to drive exposure of new and growing Stratford businesses.
- Continue to identify opportunities to celebrate the rich culture and history of Stratford with products like “Stratcity IPA” and Igor’s Dream, an annual bottle release and celebration of the accomplishments of Igor Sikorsky.

- With the team, helped to plan and execute charity programs totaling over \$50K annually for CT based organizations including Stratford non-profits like the Sikorsky Historical Archives, Stratford Public Library Sterling House Food Pantry, Stratford Point Audubon Society, Mayor's Charity Golf Tournament and more.
- Help promote and drive enrollment in the Sacred Heart Brewing Sciences Program which is located at the Area Two Brewing Facility in Stratford.
- Sitting member of the Stratford Economic Development Committee since 2018.