

Jesse A. Minton

2022 Oakshire St. - San Antonio, TX 78232 - Phone: (210) 718-4143 jesse@just1management.com

OBJECTIVE

To utilize over 20 years of experience and proven success in Sales, Marketing & Event Management strategies.

KEY ARTIST/MUSIC ACTIVATIONS

Rebecca Creek Whiskey

- Created and executed Artist Ambassador Program...some Artists: Clay Hollis, Bri Bagwell, Kin Faux, etc...
 - Talent Buying for Distillery
 - Created and executed Rebecca Creek Whiskey Music Series
 - Managed & executed the sponsorship with the San Antonio Livestock Show & Rodeo as the Entertainment Sponsor (Star Experience)
 - Managed & executed the sponsorship for Steamboat MusicFest in Steamboat Spring, Colorado
- Brown-Forman (aka: Jack Daniels Tennessee Whiskey/Herradura Tequila)
- Managed the JD Studio No.7 (SN7) for General Market..some artists included: Eric Church, Zac Brown Band, etc.
 - Managed the JD Sala 7 for the Hispanic Market...some artists included: Vicente Fernandez, Molotov, Julietta Venegas, etc.
 - Created & Managed the Emmitt Smith (Dallas Cowboys Hall of Fame Running Back) Partnership

PROFESSIONAL EXPERIENCE

Rebecca Creek Distillery (TEXAS)

05/20 – Present **Sales & Marketing Manager - TEXAS**

My objective is to increase sales and marketing for Rebecca Creek Distillery through the following techniques:

- Increased POD's, Volume, Features & Menu Listings in Texas, Colorado & Nashville
- Directed, managed & incentivized KPI's with Distributor On & Off Premise Teams along with Rebecca Creek Distillery Executive Management team
- Provided Key Marketing strategies to ownership, agency personnel & sales force
 - Key drink strategies
 - POS
 - Brand Priorities
 - Brand Plans
- Sought, Negotiated & Executed Strategic Sponsorships, Media Plans & Social Media Plans throughout the state and provided ROI analysis to key personnel
- Sought, Negotiated & Executed Media & Social Media Plans to provide ROI analysis to key personnel
- Interviewed & analyzed possible agency proposals

Devils River Bourbon Whiskey (TEXAS)

10/17 – 04/20 **Sales Manager-South Texas & El Paso**

My objective is to increase sales and marketing for Devils River Whiskey through the following techniques:

- Directed and managed KPI's with Distributor personnel
- Increased POD's, Volume, Menu Listings, Features
- Provided Key Marketing strategies to VP of Marketing for my respective territory

Just 1 Marketing, DBA (TEXAS)

01/17 – 10/17

Consultant

My areas of expertise include but are not limited to:

- Liquor Control – Inventory, Class B Direction, Distributor Management
- Staff Evaluations – Hiring, Training, Customer Service
- Pricing Strategies – Menus, Feature Pricing, Every Day Pricing, POS system
- Business Operations – Scheduling, Financials, Venue Site Plan for best results
- Marketing Strategies – Branding, Media, Special Events

Brown-Forman Spirits America (TEXAS)

11/15 – 08/16

Field Marketing Manager-Tequilas

My objective was to increase brand awareness with the targeted consumer for both el Jimador & Herradura Tequila

- Create & localize Brand Plans
- Measure and evaluate Consumer marketing programs
- Instrumental in making el Jimador a 100,000-case brand in Texas for the first time in its history

11/13 – 11/15

On-Premise Market Manager-South Texas / MCM State Manager

My objective was to increase sales through POD's & volume in South Texas for the General Market and the state with the Multi-cultural consumer

- Managed Local Territory Funds for 11 Major Brands in Texas totaling over \$500K
- Provided KPI's & IPO's to both Distributor & Agency personnel
- Increased Barrel Sales from 2 to 14 per year (Herradura, Woodford Reserve & Old Forester)

- 05/10 – 10/13

 - Created Test Market Program for Tuaca in San Antonio with the Hispanic consumer

Tequila Market Brand Manager – North TX
My objective was to increase Tequila sales through various KPI's in North Texas

 - Managed Local Marketing funds for both el Jimador & Herradura Tequila totaling just under \$250K
 - Developed and executed the Embassy Program which garnered 22 well programs, which in turn provided over 5,000 cases of el Jimador & over 1,500 cases of Herradura year on year

- 07/07 – 04/10

Market Manager & MCM Market –North TX
My objective was to increase sales and market visibility for Brown-Forman products

 - Budgeting – manage Local Territory funds for 8 Major Brands in North Texas
 - Directed KPI's & IPO's to both Distributor & Agency personnel
 - Increased POD's, Volume, Menu Listings, Features

- Alliance Beverage Distributing Company (Phoenix, AZ)**
 03/05 – 07/07 **Hispanic Sales & Marketing Manager-AZ**
My objective was the development and execution of the Multicultural division for the state of Arizona

 - Grew Volume Sales from \$220K in 2005 to just under \$1MM in 2007 with a smaller account base
 - Develop and maintain annual budgets (\$250K in 2005, \$350K in 2006 & \$500K in 2007) and operated within budgetary guidelines
 - Provide sales goals/objectives for assigned key accounts

- The HIVE, Inc/Affinity Management Group (San Antonio, TX)**
 03/02 – 02/05 **Field Activation Manager-South TX**
My objective was to increase the footprint for Brown-Forman brands in 80 targeted accounts

 - Maintained & grew POD's & Volume
 - Organized 12 promotional staff & trained them to be knowledgeable about the client's products

QUALIFICATIONS

- Sales – Leadership/Supervision; Building Key Account Relationships; Merchandising; Problem Solving
- Development – Programs; Product/Brands
- Management – Budget; Venue; Project; Event; Client Relationship Management (negotiating), merchandise & point of sale
- Marketing – Understanding of the Multi-Cultural consumer; Strategic Planning; Trade Marketing; Media Relations
- Excellent skills in: Leadership, Conflict resolution, Organizational, Customer service, Time management, Detail-oriented, Flexible, Persistent and Ambitious
- Extensive experience with Digital Platforms: Facebook, Twitter, Instagram, Snapchat, Spotify, Hulu, Periscope, ReserveBar.com, Drizzly, and more...

EDUCATION

University of Texas - *Austin, TX*
 May 1999 - *Bachelor of Science Degree*
 Major: *Applied Learning & Development – Sport Management (minor: Spanish)*
 Fluent in Spanish: reading, writing, and speaking

REFERENCES Available from all tiers upon request