



Passionate Chonvill-Gerard

Marketing Executive & Brand Developer

contact information.

pmcmarketing101@gmail.com 470.812.0334

4480 South Cobb Dr SE
Ste H #241, Smyrna, Ga 30080

social media.

PMCMarketing @pmcmarketing Passionate Chónvill

about me.

10.09.1985 African American | Native American | Hispanic
BIRTH NATIONALITY

An enthusiastic, entrepreneurial, self-disciplined and driven team player with the ability to solve problems, take initiative, think innovatively and make fast-paced decisions with a degree of autonomy while prioritizing the best interests of the brand.

skills.

- Market Execution
- Client/Customer Engagement
- Key Account Relationship Management
- Promotional Staff Management
- Data Tracking Budget Management
- Shopper and Store Messaging
- Marketing and Methods Activations

work experience.

Activation, Staffing and Brand Manager
Inspira Marketing | Beam Suntory

2011 Atlanta, GA and South, FL

2022 Brands: Cruzan Strawberry Rum, Courvoisier Cognac, Courvoisier Gold, Courvoisier Rose, CbyCourvoisier, Effen Vodka, Makers Mark.

Senior Field Market Manager

2012 Flashlight Media USA Atlanta, Ga

2013 Brands: Pepsi, O.N.E Coconut Water

Activation, Staffing and Brand Manager and Executive Administrative Assistant

2011 Strategic Experiential Group | Moet Hennessy Brands
2022 and Spirits Miami, FL and Atlanta, Ga

Brands: Hennessy, Hennessy Black, Belvedere Vodka, and Moet Rose.

Senior Brand Manager

2006 Fever Beverage USA Atlanta, Ga

Brand: Fever

education.

Marketing/Advertising
Chattahoochee Tech- Marietta

career highlights.


- Partnered with US and global luxury brand leadership in development and execution of national integrated campaigns.
- Partnered with US brand leadership to deliver annual Marketing Business Plan (MBP), enroll key stakeholders and brief agencies to deliver activity plans and sampling programs.
- Led PR, culture and influencer/partnerships strategies and campaigns.
- Led media connections planning in collaboration with central media team.
- Drove agenda for quarterly and bi-annual stakeholder business reviews.
- 15+ years marketing experience with track record of creating/ implementing brand strategies and campaigns with tangible results.
- Consumer goods, three-tiered industries and alcohol beverage experienced.
- Highly-skilled relationship builder and influencer.
- Demonstrated consumer insight and achieved creative excellence and effective marketing programs.
- Strong commercial acumen with ability to enroll and motivate a large, complex sales organization, staff and team.
- Maintained a positive outlook amidst challenges and effectively problem-solved and made executive decisions under pressure.
- Managed multiple projects effectively, prioritized, executed and drove to action.

Passionate Chonvill-Gerard

Marketing Executive & Brand Developer

 pmcmarketing101@gmail.com

 470.812.0334

 4480 South Cobb Dr SE
Ste H #241, Smyrna, Ga 30080

work achievements, experience and task

2011 – 2022 | **Activation, Staffing and Brand Manager**

Inspira Marketing | Beam Suntory - Atlanta, GA and South, FL

- Assumed the role of “Brand Expert/Ambassador” for all consumer and account-related activities, building authentic relationships with social influencers to elevate brand perception and image while also leveraging opportunities to increase sales.
- Executed over 250 on-premise and off-premise sampling events.
- Built and managed efficient team of over 60 male and female samplers.
- Coached and trained all part-time promotional staff to ensure brand promotion accuracy.
- Assembled menu placements and points of distribution in key accounts
- Championed the brand and socialized the brand’s style proposition with account decision makers, service staff, distributor sales force, and trade influencers.
- Delivered on defined KPI goals related to market availability, visibility and quality of execution within account channels.
- Identified and pursued new opportunities for brand growth, leading effective collaboration and engagement to drive sales volume and increase market penetration in defined territories.
- Lead key account management structure and segmentation.
- Elevated lines of communication across the network of distributor and brand personnel.

2012 – 2013 | **Senior Field Market Manager**

Flashlight Media USA - Atlanta, Ga

- Composed and prepared weekly staff scheduling, reports, presentations, and maintained appropriate company files.
- Maintained an accurate record for all POS/demo inventory.
- Supervised demo events and the brand ambassador staff.
- Hired and trained brand ambassadors.
- Coordinated with local office to achieve efficient brand ambassador productivity Assigned, prioritized, and distributed program assignments.
- Satisfied all communication requirements regarding recap deadlines.

2006 – 2011 | **Activation, Staffing and Brand Manager and Executive Administrative Assistant**

Strategic Experiential Group | Moet Hennessy Brands and Spirits - Miami, FL and Atlanta, Ga

- Collaborated with staff to execute events.
- Recruited, trained, and managed a team of 35 samplers and event staff.
- Allocated and utilized resources in an efficient manner while maintaining a cooperative, motivated and successful team.
- Executed and coordinated all branded consumer event activities in Atlanta market
- Scheduled promotions and fostered relationships with over 30 key accounts/venues.
- Reported pay owed into SEG HQ a timely manner based on pay cycle schedule.
- Managed and operated POS warehousing and inventory, transporting supplies to event locations.

2006 | **Senior Brand Manager**

Fever Beverage USA - Atlanta, Ga

- Maintained updated target account list for new product and merchandise branding Established brand advocates, increasing awareness in the Atlanta market.
- Reached sampling goal of 13k in 4 months and gained over 20k face to face impressions Established positive relationships with key accounts.
- Executed route to complete maximum samplings.
- Collected accurate data from field to compile database reports-including competitor information Developed and implemented superior merchandising techniques to increase sales.
- Planned events with club owners and local promoters.