

Brooke Vaeza
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DIRECTOR, ACCOUNT SERVICES

Accomplished Director with a strong portfolio of success contributing to account profitability and management as well as superior client satisfaction levels. Marketing and promotional background includes more than a decade of account management experience and a record of successful marketing campaigns, a history of managing complex jobs and multiple national accounts on tight timelines, and an extensive familiarity with the on-premise beverage industry.

- Monitor and maintain high account profitability through effective strategies, superior organizational skills and efficient account management.
- Plan, develop, and direct beverage strategy activities for multiple national accounts to maximize sales and bring about measurable results.
- Create award-winning beverage initiatives that increase revenue and drive traffic.
- Contribute to agency growth through year over year increased client spend.

Strategic Planning • Brand Development • Marketing Strategy • Team Leadership •
Account Management • Marketing and Promotional Analysis • Competitive Analysis •
Budgeting & Planning • Gap Analysis • Organizational Efficiencies • Promotions/Special Event
Management

PROFESSIONAL EXPERIENCE

Patrick Henry Creative Promotions • Houston, Texas • August 2010 to June 2020

Full service agency offering a multitude of services, including beverage program consulting, strategy development, mixology, graphic design, training and event execution and management.

Director

- Manage on-premise beverage programming for national accounts ranging from fine dining, hotels and resorts, casual dining, and concessionaire concepts in airports, stadiums, parks and casinos
- Provide effective marketing strategy and develop custom beverage programming
- Manage all vendor and client negotiations related to project execution, national marketing, and business planning
- Create and implement total beverage strategies related to p-mix analysis, gap analysis, competitive landscape, industry trends and cost efficiencies
- Develop and execute national beverage program and LTO launches, marketing assets, training, and compliance management
- Create and implement RFPs for national spirits and wine programs
- Provide full budget reporting and management on all account needs and reconciliation
- Train and develop educational tools for Account Executive team members
- Collaborate with internal creative, mixology, training, beverage operations and accounting teams

Marion, Montgomery, Inc. • Houston, Texas • 2006 to 2010

Full-service marketing and advertising agency with \$15 million in annual billings

Senior Account Executive

- Manage and oversee multiple accounts, creating and implementing strategic, integrated marketing and advertising campaigns.
- Create marketing strategies and lead internal creative teams in the development of communications campaigns and marketing collateral.
- Oversee photo shoots, video and audio production, and special event marketing and advertising.
- Increase agency revenue by ensuring account profitability and managing monthly client billing.
- Effectively manage project costs and schedules for numerous jobs simultaneously, acting as the primary point of contact for clients and client meetings.
- Create interactive, print, television and radio advertisements, collateral materials, dimensional mailers and media plans.
- Manage account team including art directors, copywriters, media directors, assistant account executives, interns and support staff.

Outdoor Services • Houston, Texas • 1999 – 2006

Media buying and planning agency specializing in out-of-home tactics

Account Executive and Media Buyer

EDUCATION

Texas A&M University, Bachelor's Degree in Journalism, December 1998

CERTIFICATION

Level One Sommelier Certification, The Court of Master Sommeliers, November 2017

AWARDS

2018 VIBE Vista Award - Best Beverage Limited Time Offer, Omni Hotels & Resorts

2018 VIBE Vista Award - Best Promotion, Omni Hotels & Resorts

REFERENCES

Available upon request