

TAMARA WILSON

5436 Rawlings Street, Flower Mound, TX 75028
(713) 823-4814 • tmrawilson@gmail.com

Management Executive – Experiential Event Marketing

BRAND DEVELOPMENT & MANAGEMENT ~ BUILDING RELATIONSHIPS ~
OPERATIONS ~ LEADERSHIP ~ FINANCES ~ IMPLEMENTATION ~ TALENT ACQUISITION

PROFESSIONAL DEVELOPMENT & SOFTWARE

Certified Cicerone Beer Server - TIPS Certified - TABC Seller Server Certified – Brand Building (Business-to-Consumer) - Booked Out – BrandTrend - Craft Beer Training – Concur – Ceridian – Dashboard - Diageo Way of Brand-Building - Distil – Halogen - Microsoft Office - Negotiation Skills - Training – Salesforce - Tableau

PROFILE

- Adept at leading development and execution of dynamic marketing, sales, and promotional campaigns spanning several states to achieve specific company and brand objectives. Specialization in spirits, beer, and wine industry.
- Considerable expertise in strategic planning, client relations, creative team leadership, merchandising, and live/participation marketing.
- Offer a strong blend of negotiation, critical thinking, and influencing, problem - solving, and multi-tasking skills.
- Successfully build, inspire, and lead unified teams to accomplish project goals in alignment with fiscal, timeline and quality criteria.
- Able to coordinate events from the ground up from staffing and products, to signage and regulatory compliance.
- Successfully managed over 15,000 on and off premises, military, special and experiential marketing events.
- Extremely well versed in multicultural (Hispanic, Asian, African American and LGBTQ) complexities, and committed to celebrating inclusion and diversity.
- Exceptional financial acumen including budget & revenue management, reporting, analysis, payroll, and ROI (return on investment) optimization.

PROFESSIONAL EXPERIENCE

TEAM Enterprises, Molson Coors Portfolio (2018 to 2019)

Central Division Manager – Colorado, Kansas, Missouri, New Mexico, Oklahoma, and Texas

- Provide direct leadership and mentoring to twelve and four part-time event managers to support budgets, programs, and initiatives encompassing multiple states.
- Build and manage budgets ranging up to \$3.5M, effectively monitor financial aspects such as revenues and profits.
- Work with event managers to execute over 15,500 on, off and special events yearly.
- Build relationships and work closely with the Molson Coors clients, distributor partners and event managers as well as TEAM HR and finance.

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- Launch new innovations brands as well as new programs.
- Provide assistance, insight, and support to the Client Service Team monthly so they can provide quality feedback brand teams on how the program/s are doing.
- Generate ongoing executive summary reports to illustrate the effectiveness of a program.
- Order consumer assets as well as uniforms and other supply needs for each market.

SOHO Experiential, Gambrinus – Shiner Bock New York (2017 to 2018)

Texas Area Manager – Contact Work

- Gambrinus - Shiner Bock had never executed samplings on Texas until 2017.
- Helped launch the Shiner Bock Chill on-premise program.
- Hire a sampling team, brand trained, manage and execute the Chill program within four days of being hired.
- Manage and work with Gas Monkey garage on the 1959 F100 Shiner Bock vintage truck they did for Shiner.
- Managed an F350 truck, purchased a trailer/s along with hiring a truck manager.
- Provide direct leadership to market managers in support of programs and initiatives.
- Generate ongoing executive summary reports to illustrate the effectiveness of programs.
- Provide assistance, insight, and support to Client Service Team about other programs like the “pint engraving program”.

MKTG–Diageo Spirits and Beer Portfolio, New York (2003 to 2017)

Senior Division Manager, Texas, Louisiana, Missouri (2013 to 2017)

Division Manager, Texas, Louisiana, Missouri (2009 to 2013)

- Provide direct leadership to six market managers and six market coordinators in support of programs and initiatives encompassing multiple assigned states.
- Build and manage Captain Morgan, Don Julio, Ketel One and Master of Whiskey Ambassador’s budgets. Monthly client update where each Ambassador stood on their budgets.
- Generate ongoing executive summary reports to illustrate the effectiveness of programs.
- Implement experiential marketing events, brand strategies, programs, innovative brands, and associated budgets while maximizing the return of investment for the client.
- Control budgets ranging from \$500K-\$6M, negotiate and administer contracts, and effectively monitor financial aspects such as revenues and profits.
- Orchestrated major events for Crown Royal (e.g. NASCAR, Houston Livestock Show, and Rodeo), Bailey’s Almande, Johnnie Walker, Smirnoff, Guinness, and Don Julio.
- In-depth understanding of hospitality, the luxury lifestyle, and values in the premium/luxury environment.
- Review and place large POS orders for all three states with approved vendors.
- Order uniforms and supplies monitor budget adherence and maintain/renew.
- TABC (Texas Alcoholic Beverage Commission) permits ensuring constant compliance

Additional Work Experience

- MKTG – Diageo Spirits & Beer Portfolio Senior Event Manager, Texas (2005 to 2009)
 - Event Manager, Houston, San Antonio, Lower Rio Grande (2003 to 2005)
- Mosaic Relevance Marketing, Houston, Texas, 2001 to 2003
 - Diageo Promotional Model & Houston Market Manager
- Memorial Urology Associates, Houston, Texas, (1989 to 2003)
 - Insurance Manager