

FALLON FLYNN

33516 19th Street North, Saint Petersburg, FL 33713

774-285-2401

fallonflynn@gmail.com

WORK EXPERIENCE:

Branca USA

Market Manager, FL

February 2019 – November 2020

- Responsible for Branca USA's portfolio commercial activity in the state of Florida
- Developed, oversaw, and monitored sales and depletion goals within assigned market to ensure targets are met
- Partnered with Republic National Distributing Company to ensure flawless execution across all channels
- Conducted regular business reviews and participated in general sales meetings
- Regular distributor work-withs and market blitzes
- Worked with national accounts to develop local programs and identify new opportunities
- Planned and executed branded events including: Tales of the Cocktail, Barback Games, Festa Italiana, and regional cocktail competitions
- Managed and oversaw the annual KPI program which included tracking progress against goal, Microsoft Teams and OneDrive training, guidance, and support for a team of 6 portfolio managers
- Created a monthly presentation capturing the commercial success of the entire sales force

Infinium Spirits

Portfolio Manager

November 2015 – January 2019

- Responsible for the Fratelli Branca portfolio in the top 90 off premise and the top 10 on premise accounts in the state of Florida, with dedicated focus on the Fratelli Branca portfolio
- Ordered and maintained POS items for the Fratelli Branca portfolio
- Worked directly with Director of Sales and distributor partner to build the annual business plan which included volume objectives, new distribution, innovative off/on premise programming and events
- Created and maintained relationships with key retailers and on-premise accounts by developing authentic connections to the Fratelli Branca portfolio
- Successfully operated within budget parameters
- Exceeded KPI's on focus brands including distribution, permanent menu placements, temporary features, promotional events, staff trainings, seminars, cocktail competitions, and permanent displays

Sazerac Company Inc.

Florida Team Lead

September 2013 - October 2015

- Responsible for the Sazerac portfolio in top 90 on-premise accounts, with a dedicated focus on Fireball Whisky, Firefly, and The Buffalo Trace Distillery bourbons
- Worked directly with the Field Sales Manager and District Manager to build the annual business plan including volume objectives, new distribution, innovative on-premise programming and sponsorships
- Exceeded KPI's on focus brands including distribution, permanent menu placements, temporary features, promotional events, wait staff trainings and permanent displays resulting in 44,000 central Florida case depletions and over 100,000 for the state in 2015
- Ordered and maintained POS items for Buffalo Trace, Fireball Whisky, Black Magic Rum, and Firefly for the state of Florida
- Set and oversaw KPIs trained, managed, mentored a team of five Brand Ambassadors

WORK EXPERIENCE CONTINUED:

Sales Ambassador

February 2011 - September 2013

- Maximized local market and distributor impact through account merchandising, menu placements, and features
- Identified new promotional opportunities for the brand
- Executed sampling and experiential events
- Trained influencers on the history and versatility of Fireball Whisky, Firefly, and Buffalo Trace Bourbon
- Created and maintained reports for all market activity
- Built and maintained relationships in the Central Florida market

Shackleton's Folly Gastropub

Owner/Operator

March 2008 – July 2010

- Responsible for daily operations of a full service 160-seat establishment
- Created a concept that was well reviewed by food critics
- Managed purchasing, inventory, payroll, hiring, training, development, and disciplinary actions
- Effectively implemented creative ways to survive and thrive during recession by managing costs while still delivering a premium product
- Led all PR and marketing initiatives, including ad creation, social media, and engagement with the local community

ADDITIONAL WORK EXPERIENCE:

Self Employed

Notary/Mobile Closer

2007-2008

Countrywide Bank

Account Executive

2006-2008

Constant Contact

Account Manager

2005-2006

Theory

Assistant Manager

2003-2005

Fidelity National

Vendor Coordinator

2001-2003

EDUCATION:

Massachusetts Bay Community College

2001-2003

VOLUNTEER/MEMBERSHIP:

Tampa Bay Bartenders Guild Member

Member

Tampa Bay Human Society & Pet Pal Animal Shelter

Volunteer

St. Petersburg Relay for Life

2010

Chair