**Ben Franklin**

**Missoula, MT 59801 ○ (406) 555-0123 ○** [**XXXXXXX@gmail.com**](mailto:XXXXXXX@gmail.com)

Experienced microbrewery sales and marketing professional with the fastest-growing, lager-focused, German-style microbrewery, *Bayern Brewery*, in the state of Montana. Solely responsible for all marketing, sales, promotions, advertising, merchandising and event planning and implementation with Pacific Northwest distribution footprint for six year-round and six products. Increased sales, product awareness, and placement via ride-alongs to distributors throughout MT, ID and the main segments of Eastern and Western WA, with focus on c-stores, off-premise and on-premise accounts. Sold and educated exclusively to on-premise accounts in and around the Seattle area in major areas of Freemont, Ballard, Green Lakes, Belltown, Upper and Lower Queen Anne, West Seattle, the U district, Capitol Hill, and Pioneer Square. Coordinated multiple new product introductions, including product design, marketing, placement, merchandising and sales. Responsible for planning and conducting food/beer parings and tastings to increase Bayern on-premise presence. Additional experiences include special projects assistant for a Collegiate Athletic Marketing and Promotions department and assistant sales manager for nationwide sporting goods retail chain.

**PROFESSIONAL EXPERIENCES AND ACCOMPLISHMENTS**

*Director of Marketing and Sales,* **Bayern Brewing**,Missoula, MT **2011 to Present**

* Maintain full responsibility for advertising, marketing, sales, events, and merchandising for 12 product lines, including year-round staples, seasonal program and newly adapted winter/summer microbrews.
* Developed over 20 new accounts in the Pacific Northwest in 5 visits. Achieved over 30 new handles and bottle placings in on- and off-premise accounts in MT, as well as several 2 handle accounts and at least 4 facings in c-stores and other off premise accounts.
* Work with all types of media and accounts to produce over 10 events to increase product presence and sales.
* Managed marketing campaign in new markets with new product launch, *Face Plant Doppelweizen*, at ski resorts throughout MT and ID, with major areas of Big Sky resort, Whitefish Mountain resort, and Silver Mountain Resort. At least on half barrel was sold at each event.
* Initiated rafting/kayaking cross-promotional activities to further expand on new product launch, *Dump Truck Summer Bock*, resulting in highest micro product sales for Summer 2010, with sales over 30,000 cases and 30% growth to date.
* Aligned merchandising strategy using radio, press releases, interviews, and newspapers, along with student organizations and local businesses.
* Conducted over 20 brewfests, tastings, tradeshows, and beer/food parings throughout the Pacific Northwest, and participated in charitable events, including Montana Trout Unlimited, the Humane Society, and Court-Appointed Special Advocates (CASA), as well as tours through 10,000 barrel-a-year, 3-kettle brewery.
* Transformed from a traditional advertising approach to developing and implementing grassroots- viral-, and social network-based advertising to maximize message reach and product sales while minimizing expenditures. Developed a new target market for 3 product lines for 21- 35 age group.
* Seek out targeted and cost-effective ways to focus our beers sales to our existing and new target markets.
* Manage relationships between accounts, sales, and master brewers while coordinating events, sales efforts, and on-time delivery.
* Worked alongside 2 German master brewers to translate ancient brewing methods used for tours, brew fests, tradeshows, social networking, and account visits.
* Initiating a reduced carbon footprint program by focusing on recycling and reusing up to 90% of raw materials and by-products of the brewery and established Bayern as first Montana-based brewery to recycle and reuse bottles, packaging and spent grains.
* Fast-tracked from bartender to Marketing Manager to Director of Marketing and Sales within two years.

*Special Projects Assistant***, UM Marketing and Promotions**, Missoula, MT **2009 to 2011**

* Gain marketing knowledge outside of the brewing world via a part-time sports marketing position as main Special Projects leader working with other business around university-affiliated fan-base, *Griz Nation*.
* Work along ASUM Sustainable Coordinator and the President of the Student Athletic Committee to increase awareness and attendance of University of Montana sporting events.
* Heading and implementing a “Green Game” for each sport at the University by focusing on sustainable living education, farm to market produce, and lower emissions output.
* Working with St. Patrick’s Hospital that supports over a 100,000 person community to create a Breast Cancer awareness week and a College Football game with viewership of over 25,000.
* Helped established a more concentrated and cohesive approach to selling group tickets for both Men’s and Women’s Basketball.
* Utilized Adobe Photoshop and Illustrator to create media material for the celebration of a College Coaches 700th win.
* Developed and implemented a 75-person response survey for Grizzly Basketball.
* Promoted from intern to special projects assistant after one year of part-time work.

*Assistant Manager,* **Footlocker Inc.**, Missoula, MT **2007 – 2009**

* Managed daily aspects of sporting goods retail operation, including sales, management, inventory, account management, and account balance reconciliation.
* Consistantly rated #1 in sales, selling over $2,500 worth of product weekly.
* Responsible for analyzing sales reports every closing and opening shift.
* Took part in conference calls and managed 9 employees.

**EDUCATION**

**University of Montana**, Missoula, Montana **Spring 2011**

*Major in Business Administration, with a Marketing concentration, Minor in History*

*Scholarship Recipient:* merit-based Shriners’ Donor Scholarship

**University of Zurich**, Zurich, Switzerland **2009-10**

*Student Exchange Program*