

Objective: I am looking for a position in marketing and or sales where I will use my skills and experience to increase sales, visibility and propel your company's growth. I would like to use my unique skill set and previous work experience to their fullest potential.

MAJOR D. ASSELIN

7549 Ivory Terrace

561-703-5706

majorasselin@gmail.com

<https://www.linkedin.com/in/major-asselin>

EDUCATION

Edison Community College

Diploma

2000-2001

Web Design, Graphic Arts, Marketing

Focus: Digital Marketing

Dale Carnegie Management Training

2001-2003

Certificate Of Completion

Train the Trainer/Monkey Management

Lee County High Tech North

Certificate of Completion

2001-2002

A+ Certified Computer Building and Repair - Digital Marketing and Advertising

Microsoft Certification (Office, Excel, Word)

AWARDS

Sales Manager of the Year 2008, 2009, 2010 Ketel One

2008-2010

Best Practice of the Year Space Management Miller/Coors Newsletter

2011

Annual Crew Drive Winner, 2013 Boston Beer Portfolio

2013

WORK EXPERIENCE

Tampa Bay Brewing Company

Director of Sales/Marketing (Current)

Currently in this role as Director of Sales, in charge of Admin, Marketing, Sales, and National Accounts as well as on-site events. I currently manage 130 employees and a national sales team of 5 calling on Florida, Georgia, and South Carolina, building sales and brand across all three states. Under my leadership we have built the national accounts sales placements and sales over 50% in 3 years.

Brown Distributing South Florida

National Account Manager - West Palm Beach

10/2017 -

Manager of National account calling on Total Wine & More, ABC Fine Wine & Spirits,

10/2021

Big Daddy's, Speedway, Wawa, Cumberland Farms, Circle K, 7-Eleven, Walgreens, CVS,

And many other small format chains across South Florida. Worked closely with buyers at The aforementioned chains to create programming and drive sales.

District Sales Manager - South West

10/2017-
03/2018

Manager of southwest division of Brown distributing from Sarasota, to Everglades City. Oversee all sales, marketing, promotion, and delivery of major craft beer brands for the territory in both the On and Off Premise. Reporting to me is a team of eight salesman and sales support. Currently in transition from recent buyout of brands on this coast. Tasked with building a new team and doubling our sales presence, as well as creating new Sales routes and delivery days. All goals accomplished, but put on hold indefinitely.

Cavalier Distributing

04/2017-10/201
7

Account Manager - Sales Representative

Account manager and sales representative for Southwest Florida. Sold 70 SKUs of craft beer in a large open market. Off and On-Premise sales, events, and beer festival planning. Raised sales by 240% in seven months. Tasked with opening 10 new accounts per month, promoting and marketing local Florida breweries, and executing promos with said Breweries as they sign on.

J.J. Taylor Companies Inc.

Marketing Manager - Events Manager - Stadium Management

Developed and designed marketing projects (Radio, TV, Print) for top 10 national Suppliers. Managed a special events schedule of over 65+ events per year. Management And execution of three stadiums. Worked closely with On and Off Premise groups, as well as operations. Budget and ordering of POS and materials for both On and Off Premise Sales groups and facility, manage global POS budgets and in house budgets. Design department head and sign shop manager for three years. Previously worked in Space Management with Miller/Coors as Small Format Chain Impact Sales Manager, and later as C-Store Manager with J.J. Taylor.

Ric-Lor Enterprises

2001-2011

General Manager - Operations Director

General Manager of four liquor stores with combined gross sales over 9 million dollars. 47 Direct reports including 12 managers. Advertised in four different publications, TV commercials and Radio advertising. Lead buyer of the group with a 750k monthly budget for

product. HR responsibilities, and lead the technology team on implementing new servers, website design, and POS cash register systems at all locations. Product merchandising, store planograms, and interaction with Brand Managers and suppliers on a daily basis. Early adoption of craft beer resets and coolers dedicated to craft beer, tied in with domestic brands.

RELATED EXPERIENCE

Current Chairman of the Tampa Bay Chamber of Commerce

Cape Coral Chamber of Commerce

Trustee and Board Member

2014-2017

Provide marketing support and event contributions, volunteer at community events and grand openings, design and execute special events and fundraisers.

Greater Fort Myers Chamber Member

Fort Myers Beach Chamber Member

Excellence in Education

Board of Directors

2016-2017

Organizing "Taste of the Cape" large yearly event. Coordinate fundraisers and teach ceremonies. Give out scholarships to high school students with money raised.

Board of Directors - Tampa Bay Chamber of Commerce

Building local business and events, voting on important city functions, adding value to the community.

2023

Brew University

Project Captain

Building with beer project captain. Designing programs to restore connections between delivery and sales, Project manager.

2013-2014

MAJOR D. ASSELIN

7549 Ivory Terrace

561-703-5706

majorasselin@gmail.com

<https://www.linkedin.com/in/major-asselin>

SKILLS

Adobe Photoshop CS - Expert - 15 Years Experience

Flexisignpro, Large Format Printing - Expert

Type 80 WPM

TIPS Train the Trainer Certified

OSCHA Certified Forklift Driver

Servsafe Certified

Responsible Vendor Program Trainer Florida

Cicerone Level 1

Docupeek Billing Systems - Auditor Level

Miller/Coors QAM Certified Manager

Micromatic Certified Draft technician

JDA Advanced Space Planning - Expert

Encompass, VIP and EOStar - Expert

Microsoft Certified - Excel, Power Point

Beverage Law

REFERENCES - PROFESSIONAL- UPON REQUEST



MAJOR D. ASSELIN

7549 Ivory Terrace

561-703-5706

majorasselin@gmail.com

<https://www.linkedin.com/in/major-asselin>
