

# 1

## DAVID THOMAS JR.

### *Work History*

#### **Nestle USA - Lead of Advertising & Marketing Communications**

San Francisco, CA

01/2020 - Current

- Directed team of 10+ advertising and marketing professionals to cultivate relationships with internal groups and current and potential brand partners.
- Expanded product distribution by adding more than 100+ new distribution points in region, including convenience stores, distributors, retail supermarkets and food services.
- Created training program for entry-level employees to increase sales and develop brand ambassador and influencer content across social media channels.

#### **Match Marketing Group - Field Marketing Manager**

San Francisco, CA

04/2019 - 01/2020

- Developed aggressive marketing objectives for sales, ROI and brand loyalty for Nestle USA. Hired in-house following 2019
- Led development and implementation of company-level marketing plans to achieve revenue and brand exposure goals
- Leadership of team of 20+ local marketing specialists

#### **Southern Glazer's Wine And Spirits - Trade Development Manager**

San Francisco, CA

10/2018 - 01/2019

- Negotiated and closed long-term agreements with new clients in assigned territory
- Collaborated with company departments to develop new strategies to capitalize on emerging customer and market trends
- Identified and pursued valuable business opportunities to generate new company revenue and improve bottom-line profitability

#### **Breakthru Beverage Group - Marketing Manager**

Washington, District Of Columbia

09/2017 - 02/2018

- Managed annual supplier budgets of \$500K to maximize marketing efficiencies
- Developed new product launch plans for the local market that engaged targeted consumer segments
- Cooperated with sales representatives during customer relations, driving sales and partnerships to increase revenue

#### **Breakthru Beverage Group - Marketing Coordinator**

Washington, DC

06/2017 - 08/2018

- Directed and coached key influencers team on consumer strategy and maximizing tactical execution to ensure all activities adhered to brand standards and cohesive integrated message platforms
- Planned events, including tradeshows and experiential marketing activations, for clients and partners to attend
- Managed 3rd party agencies' capabilities across events resulting in higher quality consumer experiences, significantly improving trade relations, and achieving social responsibility and marketing code standards

#### **Breakthru Beverage Group - Sales Representative**

Baltimore, MD

06/2015 - 06/2017

- Awarded as Statewide and National Sales Person of the Year after first year with the company.
- Enhanced marketing and sales strategies to increase profitability by 20% within first 6 months of employment.

#### **Freelance Contracts - .**

Nationwide

08/2012 - Current

- Coca Cola // Brand Building & Consumer Insights - Nationwide
- NCAA // College Game Day & Final Four Activations - Nationwide
- NBC // NFL Sunday Night Football Activations - Nationwide
- McDonald's // Brand Building & Consumer Insights - Nationwide
- U.S. Army // Brand Building & Consumer Insights - Nationwide
- AT&T // Brand Building & Consumer Insights - Los Angeles
- American Music Awards // Red Carpet Production - Los Angeles
- VH1 // Drumline 2 Movie Launch - Washington, DC
- Starz // Power TV Series Launch - Washington, DC
- Proctor & Gamble // Brand Building & Consumer Insights - Washington, DC

✉ me@davethomasjr.co

☎ (510) 384-2042

📍 Based In San Francisco Bay Area, CA .

### *Summary*

12+ years of sales and marketing experience, and specializes in end to end campaigns supporting events and partnerships.

### *Education*

2017

Georgetown University

Washington, DC

Masters Of Professional Studies: Public Relations & Corporate Communications

2015

Howard University

Washington, DC

Bachelor of Arts: Political Science / Economics

2013

University Of California - Los Angeles

Los Angeles, CA

Certificate: MBA Fellow

University of California Summer Institute for Emerging Managers and Leaders Program

2012

University Of California, Berkeley

Berkeley, CA

Certificate: MBA Fellow

University of California Summer Institute for Emerging Managers and Leaders Program.

### *International Projects*

2018 - Marketing Consultant to Wild Belize Adventures and Tours, Inc.

2017 - Global Hospitality Management - SE Asia Thailand & Malaysia

2016 - Marketing Research Delegate to Cuba via USA Today

2016 - Marketing Communications Consultant at HUGE - Italy & London

### *Software Skills*

- Google/Facebook Ads
- Wix
- Squarespace
- Slack
- Trello
- Google Suite
- Microsoft Teams
- Eventbrite
- Splashtat