

ASHLEY N. CESARIO

Permanent address:
Phone: 630.853.0886

881 East 1st Street Boston, MA 02127
ASHLEY.CESARIO@GMAIL.COM

OBJECTIVE

Seeking an opportunity with a Babson University to strengthen my business management and sales foundation, add value to my current portfolio of knowledge, challenge my intellectual boundaries and create imminent value to my career and self worth, wherever my determination and education will carry me.

EDUCATION

Loyola University, Chicago, IL

School of Continuing Studies

Concentration: Psychology

- GPA 4.0

Carthage College, Kenosha, WI

Bachelor of Arts awarded May 2008

Major: Marketing and Business Management Minor: Economics

- Graduated Magna Cum Laude: GPA 3.72
- Deans List: Spring 04/05, Fall 04/05, Spring 05/05, Fall 05/06, Spring 06/07, Fall 06/07, Fall 07/08
- 170 LSAT score
- Clausen Endowed Full Academic Scholarship recipient

INTERNATIONAL EXPERIENCE

- 2004/2005 France, England, and Spain: Art and Architecture
- 2005/2006 Italy: Religion and English
- 2006/2007 New Zealand: Comparative Public Policy
- 2007/2008 South Africa: International Economics and Political Economies

PROFESSIONAL EXPERIENCE AND INTERNSHIPS

Jordan Vineyard and Winery *Eastern US Regional Director - NY, MA, CT, NJ, PA, NH, RI, VT, GA, FL, TN, DC, VA, MI, ME and Eastern Canada*

Northeast Regional Sales Director February 2014-present

- Responsible for handling distributor relationships, POS management, sales meetings, incentives and day-to-day sales
- Manage portfolio budgets to complete goals through effective use of depletion allowances and special price adjustments according to each markets state laws.
- Educate consumers and distributor sales force to affect positive growth on sales and distribution of portfolio
- Work with distributor sales and marketing teams to deliver effective programming while maintaining profitability and pricing integrity
- Responsible for driving execution of all national and local programming
- Develop relationships within key buying groups i.e. Fourth Wall, Wolfgangs, The ONE Group, Marriott, Hilton, Kimpton

Bacardi USA *Boston, MA*

Bacardi Portfolio Manager April 2013-present

- Distributor relationship management: develop sales incentive programs, budget allocation and brand strategy
- Drive sales for the portfolio with trade focused educational programs
- Develop innovative beverage strategy solutions that leverage the Bacardi portfolio
- Design custom activities that focus on local trade relations to ensure the Bacardi Portfolio has a presence in the influence accounts in respective market(s)
- Educate key stakeholders about all aspects of the brands, including: History, process and product attributes
- Work closely with Marketing Manager regarding regional promotions and/or incentives, new product introductions, packaging and label changes and all other marketing related activities.

Southern Wine and Spirits of Illinois *Bolingbrook, IL*

Sales Account Consultant: Hotel Division September 2011 to March 2012

Responsible for implementing, maintaining, and crafting programs for 30+ hotel national chains with 4M sales revenue in

2012 in the Chicago area including 1 year group, 1 summer group, 1 union group, 2 destination travel, 100 James, etc. in Astoria, ect

- Build programs with our worldwide suppliers that cater to each hotel groups repertoire and clientele
- Work with 20,000 sku's to strategically gain market share, research competition, and maintain gross profit
- Ensure beverage cost and recap financials are discussed with each property at the close of each month
- Ranked top 3 sales reps in SWS IL. Increased sales revenue by 10.38%, 21% increase in gross profit and increased distribution 13.2%

Southern Wine and Spirits of Illinois Bolingbrook, IL

Sales Representative: Chicago Territory September 2009 to 2011

- Developed relationships, built brands, and servicing 90+ accounts in Chicago with 2.5M in sales
- Create and Deliver presentations, build distribution, create sustainable volume
- Develop chain relationships and programs with top restaurateurs in Chicago land area including Lettuce Entertain You, Four Corners Tavern, Mastro's Steakhouses, Ditka's Steakhouses, and Sullivan's Steakhouses. Managed High Profile National and Regional accounts
- Increased sales +39% for 2010.
- Profit growth percentage in all on-premise wine division YTD. Increased G.P. by 58% growth current month.

Southern Wine and Spirits of Illinois Bolingbrook, IL

Sales Associate: Northwest Territory September 2008 to September 2009

- Accountable for merchandising, creating displays, and building brand recognition in about 15 major off premise accounts within territory
- Utilize creativity and strategy to use Point of Sales to attract market demographics and drive sales
- Present deals, gain personal report with buyers and managers, and promote opportunities to the fullest potential

Ashley Cesario Mural and Design Chicago, IL

Owner/ Artist September 2003 to present

Founder of an entrepreneurial creative art business focused on both the individual and specialty industrial markets.

Duties included:

- Created the specialty brand of customer specific mural designs for home, community and schools.
- Extensive client interaction including specifications, cost estimates, project management, ect.
- Provided leadership of a staff of 5, ordering supplies, invoicing, promotional marketing, creating spreadsheets, ect
- www.ashleycesario.com Published 2010

Bloomindale Art Museum Bloomindale, IL

Art Education Instructor December 2004 to September 2008

Provide leadership and instruction to the Art Excellence Program offered by the Bloomindale Park District.

Duties include:

- Conduct classes in December (one week) and June(two weeks) for children ages 6 through 13 with total class size approximately 20 students
- Establish class curriculum, structure of educational context, student motivation, constructive criticism, and parental feedback
- Coordinate gallery openings for the general public after the completion of each course at local art museums

OTHER RELEVANT COURSES, INVOLVEMENT, AND VOLUNTEERISM

- Proficient in Topaz, MS Office 2010, MS Word, Quick books, Excel, Outlook, PowerPoint, Photoshop, and Quark.
- Completed Sales Training Course- Final test 98%
- Art Therapist Volunteer at Children's Memorial Hospital in Chicago 2011-present
- Mural volunteer at Children's Memorial Hospital in Chicago: organize projects and donated a mural to the Psych department
- Mural Volunteer at Advocate Lutheran General Hospital, 7-2012
- Member of Young Professionals of Chicago-2012-present
- Board Member of Junior Council at Children's Memorial Hospital-2011-present
- Completed Wine Fundamentals I, Intermediate Wine I and Intermediate II courses, Bartenders Guild Cocktail Course, CSW
- Member of Pi Sigma Epsilon Business Fraternity-Alumni Relations Coordinator – 2008-present
- Relevant Courses receiving 3.0-4.0 scores only: Financial Management, International Political Economies, Organizational Management, Marketing, and Project Management

References available upon request

