

ETHAN MARTINEZ

Executive Wine Consultant

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PROFESSIONAL SUMMARY

With a decade of expertise as an Executive Wine Consultant, I specialize in crafting sophisticated wine programs that enhance customer engagement and drive revenue. My extensive experience in curating wine selections, leading educational tastings, and managing high-value inventories ensures client satisfaction and loyalty. I am dedicated to leveraging wine knowledge to elevate brand presence and foster lasting relationships.

WORK EXPERIENCE

Executive Wine Consultant

📅 Mar / 2018-Ongoing

Seaside Innovations

📍 Santa Monica, CA

- Achieved a 30% increase in wine sales across four locations over two years through targeted promotions and customer engagement.
- Initiated and executed 10 successful wine tasting events, resulting in a 25% increase in customer foot traffic.
- Drove a 40% increase in sales at the new wine bar through personalized customer interactions and tailored recommendations.
- Led the successful launch of a new wine department, achieving 15% above sales targets in the first quarter.
- Organized and executed a Virginia Wine Showcase event that increased brand awareness and resulted in partnerships with three local wineries.
- Implemented customer feedback systems to refine wine offerings, improving customer satisfaction by 35%.
- Conducted regular staff training sessions on wine knowledge and sales techniques, enhancing team performance and customer service.

Wine Consultant

📅 Mar / 2015-Mar / 2018

Crescent Moon Design

📍 Portland, OR

- Boosted fine wine sales by 20% within the first six months through strategic marketing and customer education.
- Coordinated and hosted over 15 wine tasting events, enhancing customer knowledge and driving repeat business.
- Oversaw a \$2 million wine inventory, optimizing stock levels and reducing waste by 15%.
- Achieved a 25% increase in store volume through effective suggestive selling techniques and tailored wine recommendations.
- Streamlined wine inventory management processes, leading to a 10% reduction in costs and improved order accuracy.
- Developed strong relationships with distributors to ensure timely access to sought-after wines, enhancing product offerings.

EDUCATION

Bachelor of Science in Viticulture

📅 Mar / 2012-Mar / 2015

California State University

📍 Chicago, IL

Studied the science and production of wine, focusing on grape growing and wine making techniques.

SKILLS

Wine Market Analysis

Brand Development

Product Knowledge

Trend Analysis

ACHIEVEMENTS

- 🌟 Increased fine wine sales in St. Pete location by 2 % in first six months.->Boosted fine wine sales by 20% within the first six months through strategic marketing and customer education.