

JESSICA CLAIRE

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WINE CERTIFICATIONS

French Wine Scholar
Certified Specialist of Wine
Certified Sherry Wine Specialist

SUMMARY

I am retired after 35 years with the Pennsylvania Liquor Control Board. I am a dedicated employee that believes in punctuality and strong customer service.
My PLCB career can be summarized this way,
10 years in stores, from clerk to management
15 years in PLCB central office as a wine buyer
10 years teaching wine and spirit education for store employees

EXPERIENCE

Pennsylvania Liquor Control Board - Product Education Coordinator
City, STATE • 01/2011 - 01/2018
Bureau of Talent Management and Organizational Development
Responsibility to train/educate PA. region #2 P.L.C.B. store personnel (approx. 150 stores)

- Expanded knowledge of all wine and liquor products.
- Conducted and helped develop P.L.C.B.'s comprehensive, multi-level product knowledge course curriculum.

Basic wine (6x3 hour session)
Intermediate wine (6x3 hour session)
Advanced wine (6x3 hour session)
Master's wine (6x3 hour session)
Basic spirits/liquor's (4x4 hour session)
Seasonal seminar's as needed (3 to 4 hours)

- Collect, analyze and report on data for use in operational planning
- Schedule-coordinate store personnel as available or needed.
- Developed training materials for user training and support.
- Explain all materials in a classroom setting..
- Facilitated relevant, learning resources and educational materials.
- Chose and implemented program curricula.
- Collaborated to align teaching calendars to meet educational goals.
- Performed classroom teacher evaluations and observation reports.
- Analyzed grading and assessment measuring student achievement.
- Coordinate curriculum changes with department staff
- Attended wine/spirit seminars to remain current on standards.

Pennsylvania Liquor Control Board - Merchandising/Retail Pricing Coordinator
City, STATE • 07/2007 - 01/2011
Bureau of Marketing
Merchandising and Pricing Division
Categories managed: (Italy, Spain, Portugal and North America-except CA.)

- Primary category contact for merchandising and pricing.
- Overseen entire stock management process.
- Evaluated new product proposals and new wine vintages.
- Negotiated case costs with suppliers/vendors.
- Prepared detail product worksheets-costs and retail pricing.
- Entered item information into order system.
- Developed purchase orders for assigned categories.
- Developed and input store distribution of orders.
- Created point-of-sale marketing materials.
- Resolved any distribution issues.
- Coordinated selection inventory for agency or public special events.
- Responsible for all customer inquiries
- Assisted V.I.P., Board members, legislators or state officials or agencies with wine-related inquiries and recommendations.
- Developed recommendations for expansion, reduction, or creation of categories in assigned areas.
- Identified solutions to minimize issues and quickly solve problems.

Pennsylvania Liquor Control Board - E-Commerce/Wine Club Direct Marketing Manager
City, STATE • 09/2005 - 07/2007
Bureau of Marketing
Special Services Division
Wine Club - E-Commerce
Manager

- Agency's central point of contact for all Wine Club sales,
- Agency's central point of contact for all E-commerce.
- Coordinated marketing, sales and IT processes.
- Responsible for marketing, monies processing, accounting, maintenance of records.
- Executed marketing plans to increase branding exposure, customer traffic and sales.
- Built and maintained a consumer base
- Researched and developed product descriptions for items offered.
- Established a monthly or semi-monthly newsletter.
- Developed communication campaigns, promotional materials
- Implemented email and advertising campaigns.
- Developed, maintained partnerships with vendors.
- Generated new business by reaching out by e-mail, telemarketing and presenting at trade shows state-wide.
- Liaised with technical services and customer relations personnel.

ADDITIONAL EXPERIENCE HISTORY

December 2004 - September 2005
Liquor Purchasing Agent-Bureau of Product Management-Luxury Wine regions managed: Australia, New Zealand, Central and South America, South Africa and Asia.
June 1999 - December 2004 Liquor Purchasing Agent-Bureau of Wine
June 1995 - June 1999 Liquor Purchasing Agent (Product Specialist) Bureau of Logistics - Special Liquor Order Division 1-800 Product HOTLINE.
RETAIL - Store Experience
LIQUOR GALLERY, WINE & SPIRITS SHOPPE, WINE and SPIRITS, LIQUOR STORE, STATE STORE
May 1990 - June 1995 - Liquor Store General Manager 1-A, Wine Consultant
October 1988 - May 1990 - Liquor Store Clerk II (Asst. Store Mgr.)
March 1985 - October 1988 - Liquor Store Clerk I
October 1984 - March 1985 - Intermittent Liquor Store Clerk
June 1984 - September 1984 - Seasonal Hourly Clerk-101
Military service
UNITED STATES ARMY - 3 years
101st Airborne Division (Air Assault)
August 1981-August 1984
Army Achievement Medal, Air Assault Badge, Jungle Expert Badge, Good Conduct Medal