

Brendan T. Floyd

Checkout my Portfolio - <https://brendan-floyd-portfolio.netlify.app/>

Brendanf1425@gmail.com

Cell (410) 570-3262

Executive Summary

A software engineering professional with entry-level experience specializing in JavaScript and full-stack development. Leveraging 11+ years of sales and management experience in the Alcohol Beverage industry, I bring strong skills in problem-solving, teamwork, strategic planning, and data analysis. Proven ability to work with cross-functional teams and effectively communicate technical and business requirements. I recently graduated from General Assembly's Software Engineering Immersive Bootcamp program in June 2024 and have continued to build web apps and am currently taking self-paced software engineering courses.

Professional Experience

Diageo

October 2021 – May 2024

Lone River Sales Specialist – South Texas

Ben E. Keith Beverages

- Managed 6 distributor branches, increasing Lone River market share and visibility through data-driven decision-making and strategic planning.
- Collaborated with cross-functional teams to manage market activations and consumer trials, demonstrating strong project management skills.
- Identified and resolved pricing discrepancies using data analysis, increasing Net Sales Value and showcasing analytical and problem-solving abilities.
- Built and maintained strong client relationships, emphasizing effective communication and teamwork.
- Awarded Fiscal 22 Golden Bar Award for Tier 1 Distributor of the Year for exemplary performance and leadership.

Inspira Marketing – Representing Diageo

August 2015 – October 2021

Secondment Distributor Manager Delaware

April 2021 – October 2021

Standard Distributing, DE

- Supported local sales teams and managed 3rd party marketing to drive market performance, highlighting collaboration and leadership skills.
- Conducted data-driven analysis to optimize inventory and supply orders, showcasing analytical thinking and attention to detail.
- Executed the launch of Lone River brand in Delaware, achieving significant sales milestones through strategic planning and effective execution.

Hybrid Sales Rep & Distributor Manager

November 2019 – October 2021

Montgomery County – Premium Distributors (Reyes)

- Developed and implemented Annual Business Plans and sales incentives, demonstrating strategic planning and goal-setting abilities.
- Managed a +125K case territory with a strategic focus on market share growth, highlighting project management and analytical skills.

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- Achieved significant volume increases through effective project management, data analysis, and collaborative efforts with distributor partners.

Off-Premise Sales Specialist

July 2017 – October 2019

Chesapeake Beverage Distributing

- Identified market gaps and opportunities, driving significant market share growth through strategic analysis and problem-solving.
 - Played a key role in the success of the Guinness Baltimore Brewery launch, showcasing project management and teamwork skills.
 - Built strong relationships with distributor teams and key accounts, emphasizing communication and collaboration.
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Skills

- **Technologies:** JavaScript, React, NodeJS, Express.js, PostgreSQL, HTML5, CSS, Mongoose, Python3, Django, MongoDB, Git, GitHub
- **Data Analysis Tools:** Power BI, Nielsen
- **Software:** Microsoft Excel, PowerPoint, SaaS systems (Salesforce, CRM, VIP)
- **Soft Skills:** Strategic Planning, Project Management, Data Analysis, Problem-Solving, Team Collaboration, Effective Communication

Education

- Software Engineering Immersive Bootcamp: General Assembly, Certification June 2024
- BS, Finance & Economics: University of Hartford Barney School of Business, 2010

Other Activities

- University of Hartford, Men's Division I Baseball Team 2006 - 2010