

VIRGINIA A. SCIRROTTO
Guerneville, CA 95446
707-501-7704
vprates7@gmail.com

SPECIAL SKILLS

Proficient in HTML, CSS, JavaScript, currently studying Python.
Proficient in Adobe Illustrator, In Design, Photoshop and Pages.
Wine club sales, retention and marketing.
Public Relations and event coordinating.
Ability to create and successfully execute marketing campaigns.
Vast customer service and client consulting knowledge.
Working knowledge of Windows NT, Windows XP, Windows Vista, Linux and Mac OS.
Working knowledge of QuickBooks, VinNow, Vin65.
Able to operate on a MAC and PC, and a series of Xerox printing / copying machines.
Speak, read and write in Portuguese, Spanish as well as English.

EXPERIENCE

- | | | |
|---|------------------------------------|-----------------------|
| 2018 • Present | West Wines | Healdsburg, CA |
| Title: Marketing Manager | | |
| <ul style="list-style-type: none">• Responsible for sales, marketing and maintaining social media channels• Responsible for reporting sales, traffic to website and overall outreach to CEO• Responsible for maintaining website and creating e-blast newsletters | | |
| 2017 • 2018 | Castello di Amorosa | Calistoga, CA |
| Title: Hospitality & Events Manager | | |
| <ul style="list-style-type: none">• Responsible for coordinating, scheduling and executing all events, including booked and wine club• Responsible for sales, marketing and distribution management• Booking events and responding to all event inquiries• Working on delivering the best events within a comprehensive budget• Creating an unforgettable experience for wine club members | | |
| 2014 • 2017 | SRJC – Shone Farm | Healdsburg, CA |
| Title: Wine Club and Marketing Manager | | |
| <ul style="list-style-type: none">• Responsible for coordinating and running the tasting room at Shone Farm• Responsible for sales, marketing and distribution management• Assisting winemaker• Representing Shone Farm at events throughout the State• Allocating Wine Club wines and coordinating Wine Club Releases• Creating an unforgettable experience for wine club members | | |
| 2012 • 2016 | Balletto Vineyards | Santa Rosa, CA |
| Title: Sales & Tasting Room | | |
| <ul style="list-style-type: none">• Providing excellent customer service• Marketing and outreach to other Sonoma wineries• Representing Balletto at Hotel pouring and events• Wine club sign ups, retention and incremental sales | | |
| 2008 • 2010 | Gartner | Fort Myers, FL |
| Title: Junior Technology Trends Analyst | | |
| <ul style="list-style-type: none">• Help companies decipher technology trends• Specialized in Cloud services, and explaining the future technology• Communicate with CTO, System Administrators, and Developers, and recommend best practices and steps. | | |
| 2005 • 2008 | Soma Intimates, Chico's FAS | Fort Myers, FL |
| Title: Media & Marketing Manager, Liaison to IT Department | | |
| <ul style="list-style-type: none">• Direct projects from design phase to delivery to stores• Create, maintain and oversee all production solutions, and delivery best final product within budget.• Lead for SOX compliance and ensuring the marketing and IT tools were up to standards for auditing.• Record keeping of Soma production scheduling, store delivery and management. | | |

2003 • 2005

MasTec North America

Fort Myers, FL

Title: Project Manager

- Manage disaster recovery
- Oversee sub-contractor agreements, end-products, and project results
- Travel to work-site areas to inspect progress and compliance.

2000 • 2003

FindWhat.com

Fort Myers, FL

Title: Account Manager and Parsing Analyst

- Manage accounts
- Ensure websites are compliant with company and legal standards
- Verified that XML strings were functional
- Fixed broken links

REFERENCES

Tim Gordon – 925-482-7229

George Sellu – 530-554-7275

Frank Begley – 917-375-6628