



Keith Norris

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SUMMARY

Goal-oriented marketing professional well-versed in leading teams and planning marketing strategies targeted on brand promotion. Familiar with trends, market conditions and consumer desires in the spirits industry. Seeking a new career-oriented position dedicated to audience and revenue growth.

SKILLS

- Event Planning and Execution
- Customer Relationship Management (CRM)
- Public Speaking
- Competitor Analysis
- Trend Analysis
- Brand-Building Strategies
- Relationship Builder
- Project Management
- B2B Marketing

PERSONAL INFORMATION

- Date of birth: 09/14/91
- Nationality: Irish

REFERENCES

- Audrey Duffy, former Commercial Manager, Quintessential Brands
- Søren Hove, CEO, Vera Mexicana/Good Taste Aps

HOBBIES

- Gravel cycling
- Traveling
- Cooking

EXPERIENCE

03/2024 - Current

Business Developer & Spirits Ambassador
DrinksGenius | Dublin

- Enhanced sales performance by identifying opportunities in on-trade and off-trade channels.
- Collaborated with the brand marketing team, agencies, and creators to launch sales-driving activations.
- Developed and executed innovative trade marketing strategies to increase brand visibility in a competitive market.
- Oversaw production of marketing materials, ensuring adherence to brand guidelines and timelines, while working with internal and external stakeholders.
- Led the design process from concept through to final artwork, ensuring both supplier and venue satisfaction.
- Managed a distribution portfolio of fifteen premium spirits brands, along with a broad wholesale portfolio.

07/2023 - 02/2024

Business Development Executive
Quintessential Brands | Dublin

- Formulated marketing and promotional strategies to drive business revenue.
- Designed and oversaw marketing events for advertising, promotion and reputation development.
- Project manager for trade-shows such as Whiskey Live and Cork Whiskey Fest.
- Worked with external agencies to develop POS materials to be used in bars, specialty spirits shops and events within brand guidelines.
- Delivered quality production results meeting creative goals and schedule demands.
- Updated marketing pieces for tradeshow to help with overall preparation.
- Sought out opportunities and events to showcase the company's portfolio.
- Coordinated with vendors to complete projects according to schedule and specifications.
- Acted as a company representative at events, trade shows and networking events, conducting public speaking and networking where required.

01/2023 - 07/2023

Brand Ambassador
Jameson/Irish Distillers | Dublin

- Infused storytelling into marketing to cultivate trust from guests.
- Maximised guest engagement and satisfaction by delivering excellent customer service.
- Developed excellent working knowledge of industry trends and improvements in processes.

- Effectively communicated brand messages to the audience.
- Followed company policies, standards and procedures in marketing goods and services to maintain professional brand image.

01/2022 - 12/2022

Sales & Marketing Associate

Vera Mexicana/Good Taste | Copenhagen

- Worked with graphic designer to produce leaflets and brochures of the company's portfolio.
- Uncovered business opportunities through market and industry research and executed processes to capitalise on opportunities for increased profitability.
- Formulated marketing and promotional strategies to drive business revenue.
- Produced content for company website and social media channels to enhance brand visibility.
- Developed educational and marketing materials that detailed mezcal production.
- Produced and sent sales and KPI reports to managers to provide overview of business health and profitability.
- Created compelling and on-brand copy for marketing materials and promotions.
- Worked with teams in Mexico and Denmark to ensure that messaging was accurate and satisfactory.

01/2021 - 12/2021

Student Assistant - BD & Marketing

ConvaTec Infusion Care | Copenhagen

- Assisted the marketing team with participation in larger trade shows and seminar events to promote the company's offerings.
- Ran virtual industry trade shows alongside the marketing team.
- Updated marketing pieces for tradeshow to assist with overall preparation.
- Monitored online activity regarding patients' needs relating to our products and those of our competitors.
- Communicated tradeshow branding requirements with the creative department, including banner, brochure, and design.

02/2008 - 03/2020

Various Hospitality

Management Roles | Multiple Countries

- Planned employee workloads and delegated tasks strategically to meet seasonal fluctuations in demand.
- Oversaw stock control to maintain sufficient inventory levels, and minimise waste.
- Used excellent problem-solving and issue-resolution strategies to rectify difficulties quickly and effectively.

EDUCATION

2023

CPH Business | Copenhagen

AP Degree: Marketing Management

- Dissertation Title: *Business Strategy for Distilled Beverages*
- Coursework in Marketing, Sales, Economics, Sponsorship, Entrepreneurship, Business Theory.

2009

Coláiste Chiaráin | Leixlip, KE

Leaving Certificate