

# VICTORIA SHULMAN

FULL STACK DEVELOPMENT STUDENT &  
MARKETING PROFESSIONAL

## CAREER SUMMARY

### Account Specialist

Inspira Marketing | March 2018 - July 2020

- Managed 40+ accounts while working on behalf of Diageo spirits and controlling an annual budget of \$75,000 in support brands throughout my account universe
- Consistently met and exceeded monthly KPIs to help achieve national program goal
- Created social media content that promoted Diageo brands, safe consumption, account specialities and local activations
- Engaged with gatekeepers, providing training and education on Diageo spirits, successfully sharing brand knowledge and stories leading to long standing relationships throughout Michigan
- Interacted with 400+ consumers on a monthly basis, extremely comfortable with on the spot conversations and quick thinking
- Acted as an ally for accounts, providing insight to their business and partnering with the Diageo portfolio when possible
- Upheld and adhered to Diageo Marketing Code as well as local laws at all times

### Business Development & Sales Quality

Inspira Marketing | August 2015 - March 2018

- Worked on behalf of Guinness & Smirnoff Ice, managing 75 + accounts throughout Metro-Detroit
- Diligently analyzed sales data to find new opportunities and partnerships throughout multiple distributor networks, working directly with local Diageo DM
- Supported and promoted all placements throughout assigned territory with interactive staff trainings, consumer samplings and increased visibility
- Provided business insight for gatekeepers by reviewing profit opportunities and offering support
- Hosted ticketed tasting events for consumers, creating educational content to present in a friendly atmosphere
- Selected to present Guinness Beer Study for Buffalo Wild Wings throughout Michigan, educating 200+ gatekeepers over 2 months
- Extremely comfortable with on sight problem solving, quick to find solutions when presented with issues in the field
- Upheld and adhered to Diageo Marketing Code as well as local laws at all times

## ACADEMIC HISTORY

### Michigan State University

Political Science

September 2009-September 2014

## INTRODUCTION

You can call me Vickee - I am a New Jersey native who has lived in Metro Detroit for 10 + years, a majority of those years have been spent working in the marketing world representing national brands and executing large scale programs. I have long standing relationships throughout the area and pride myself on my ability to keep those relationships professional and beneficial. I am engaging, charismatic and eager to accomplish goals on behalf of my clients.

## EXPERTISE & SKILLS

Microsoft Office Suite  
Content Creation  
Market Research  
Goal Setting & Forecasting  
Social Media Strategies  
Budget Management  
Peer Feedback  
Excellent Communication Skills  
Negation & Sales  
Self Motivated  
Cicerone Certified Beer Server

## CONTACT DETAILS

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## REFERENCES AVAILABLE UPON REQUEST