JENNA ANDERSON

Director of Sales & Marketing

Shawn & Ed Brewing Company | January 2020 – June 2020

* Was responsible for all crisis communication internally and externally during COVID-19 crisis
* Created Front-Line Friend campaign gifting all front-line workers up to 25,000 bottles of beer. Campaign showed gratitude for front-line workers while growing brand awareness and recognition, gained local and online media traction and supported relationships with retailers such as The Beer Store
* Led team of 20+ people: recruited, hired and trained all staff
* Managed both marketing and sales agencies ensuring ROI achieved
* Managed and executed marketing and sales strategy across company
* Executed key marketing initiatives for company such as packaging design, programming at key retailers, pricing strategies, social media strategy, category management at chain restaurants and trade marketing across Ontario.
* Grew followers on key social media channels by 210% in two years through digital campaigns, key partnerships and a shift in quality vs. quantity content creation

Event & Marketing Manager

Shawn & Ed Brewing Company l January 2018 – December 2019

* Built events department from ground up creating new revenue stream for the business (112% revenue increase in 10 months)
* Managed event strategy and execution for all events in taproom and offsite events across Ontario
* Responsible for all trade marketing initiatives at LCBO, The Beer Store, grocery retailers and licensees
* Managed social media strategy and marketing agency
* Managed all media relations for brewery
* Hired, trained and managed retail and event staff (20+ direct reports)
* Managed a variety of projects at the brewery that drove business forward such as construction projects, product launches, and partnerships

MARKETING PROFESSIONAL

HAMILTON’S TOP 40 UNDER 40 2019

POST-GRADUATE CERTIFICATE

Humber College l 2009-2010

Public Relations

BACHELOR OF ARTS

uOttawa l 2005-2009

Major in English, Minor in Communications

LEADERSHIP

CONTACT

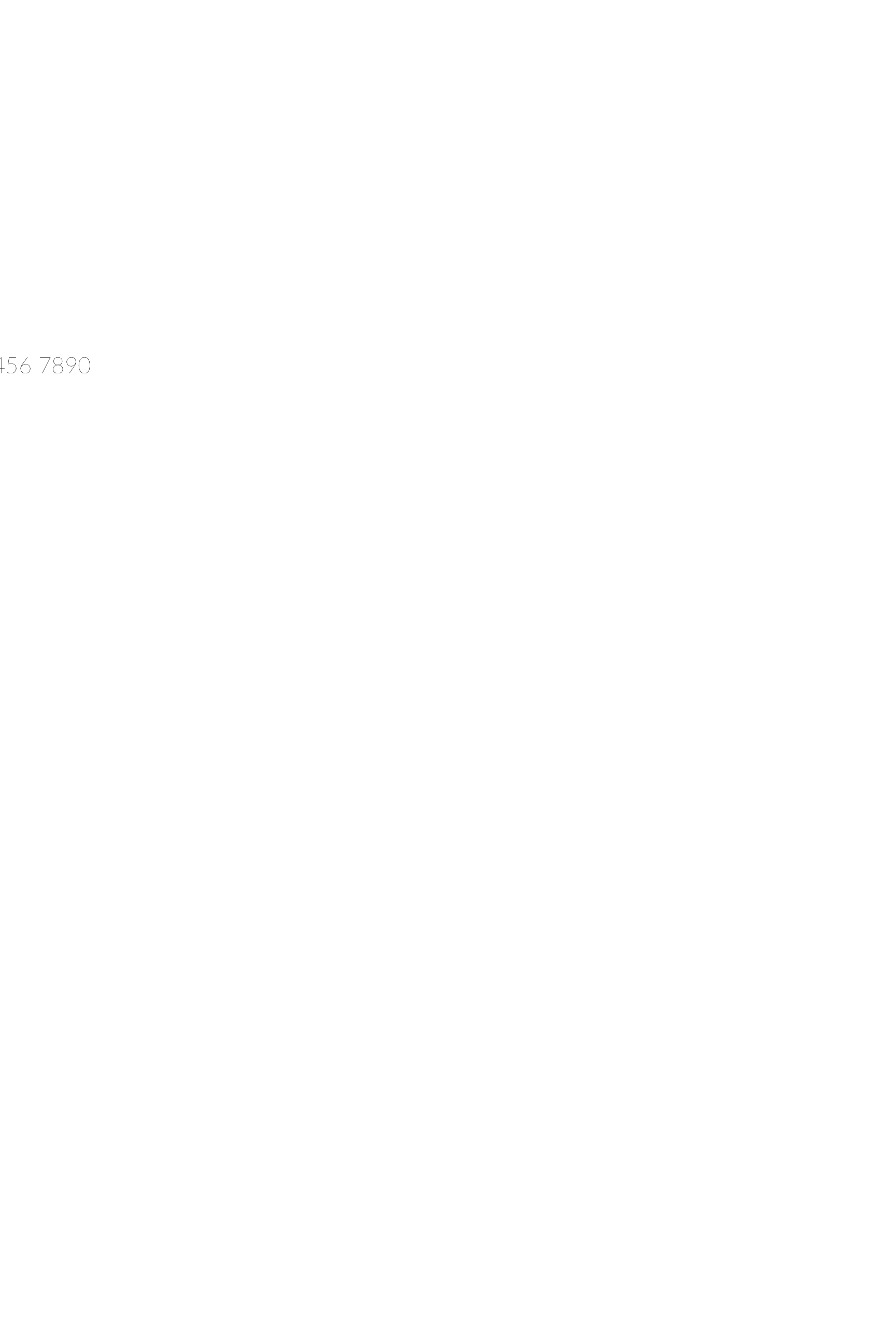
Board Member l Mustard Seed Food Co-op

2016-2017

Co-Founder l Iron Beer Maidens

2018 - Present

EDUCATION

jennajander@gmail.com

Hamilton, ON

647.468.5778

Creative and results-driven marketer with 10 years experience.

Storyteller and leader with entreprenurial spirit.





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PROFESSIONAL EXPERIENCE

Brand Activity Manager

Sleeman Breweries l September 2015 – December 2017

* Created and implemented innovate value ad programming for Sleeman brands at retail channels across Ontario and Atlantic Canada
* Successfully attained General Mills Canada as a partner for Sleeman in 2016. Collaborated with General Mills to offer Bugles in-case promotion with purchase of Old Milwaukee at grocery channels within Ontario
* Led the 2016 retail sampling program across all channels in Ontario including grocery (the first-year beer sales were permitted at this channel) for all Sleeman brands

Assistant Brand Manager

Moosehead Breweries l April 2014 – August 2015

* Provided brand and trade marketing support for Moosehead brands across Western Canada and the USA
* Grew sales in Alberta by 20% in one year by creating and executing innovative promotions
* Successfully led media relations for the product launch of Moosehead Radler in Ontario gaining national media coverage.
* Led all point of sale procurement for Western Canada

Recruitment Specialist

University of Ottawa l February 2013 – March 2014

* Launched first-ever mentoring program at the university where new students would have a built-in support system through the recruitment process when they arrived on campus
* Hired, trained and managed team of 14 employees
* Successfully launched mentoring program which still thrives today

Recruitment Officer

University of Ottawa l August 2011 – January 2013

* Increased enrollment from GTA English speaking students by 20% in 2012

JENNA ANDERSON

MARKETING PROFESSIONAL

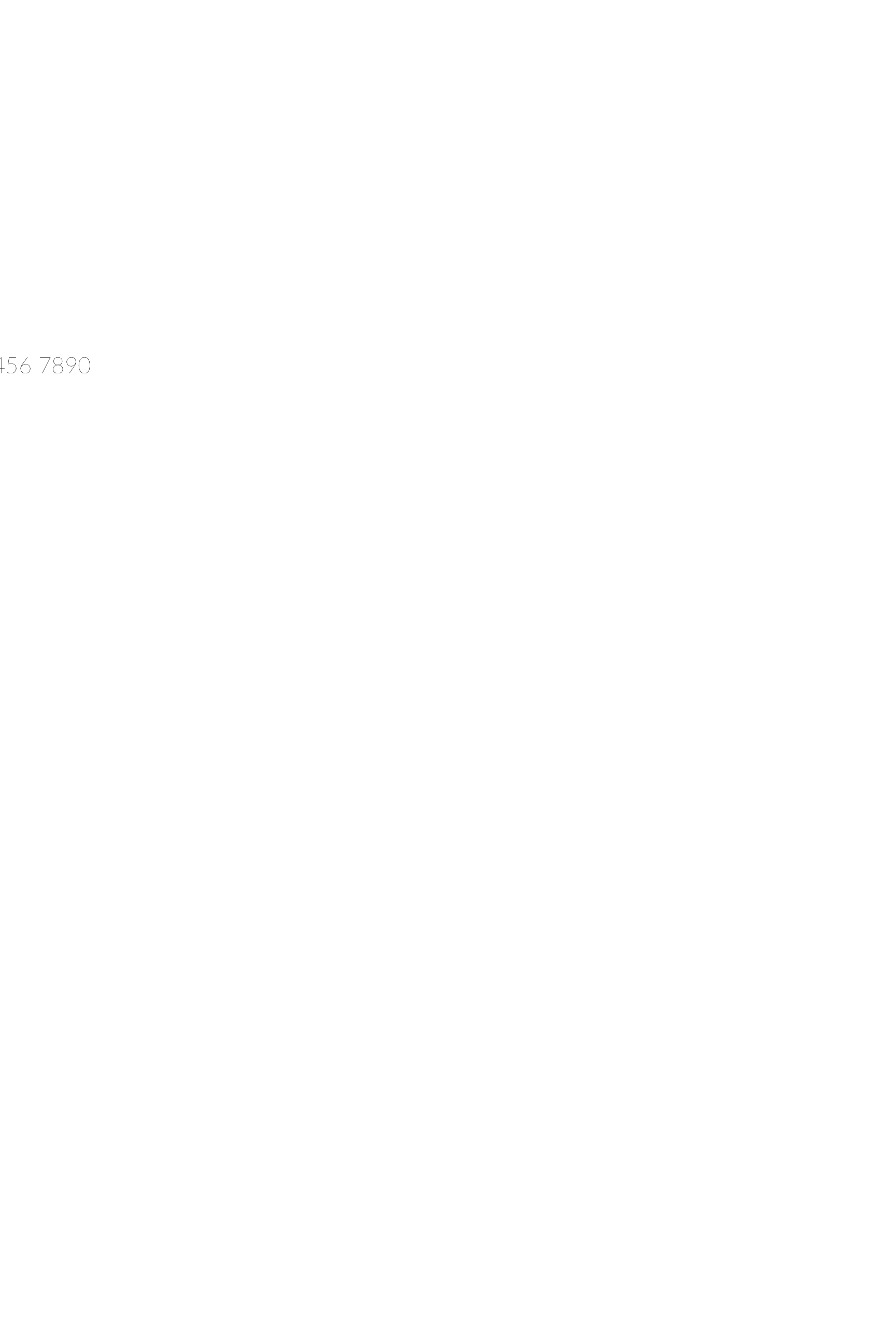
HAMILTON’S TOP 40 UNDER 40 2019

Hamilton, ON

* Trade Marketing
* Brand Management
* Social Media
* Public Relations
* Leadership
* Communications

* Project Management

SKILLS

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PROFESSIONAL EXPERIENCE