

ANDREW B. GREENHUT

7222 Iron Gate Drive | Indian Land, SC 29720 | Tel: (973) 202-2397

agreenhut23@gmail.com |

Resume Objective:

Experienced Field Marketing Manager with over 30 years in the beverage and Consumer Packaged Goods (CPG) industry, eager to contribute to your team in Charlotte, NC. Specializing in executing national marketing objectives, strategies, and tactical programs, I have a proven track record in creating impactful consumer experiences within the beverage and CPG sectors. My strengths include adept 360-marketing execution, strategic relationship building with local influencers, effective management of local sponsorships, and successful leadership in recruiting and training Brand Ambassadors. Collaborating seamlessly with local sales teams and distributor partners, I ensure the maximization of brand exposure and consumer engagement. Proficient in developing and executing annual market marketing plans, I bring operational efficiency to day-to-day logistics and resource management. Detail-oriented in reporting and analysis, I am adaptable to changing business needs and deadlines within the dynamic beverage and CPG landscape. Excited about the prospect of contributing to Celsius's success, I look forward to discussing how my skills align with your team's objectives.

Experience

FAT CAT CONSULTING

Independent Consultant

Indian Land, SC
June 2000-Current

- Consulted corporations on the creation of in-store and on premise events and
- Assisted in the hiring and training of field marketing staff .
- Produced events, wine shows, concerts, and more.
- Have a large rolodex of booking agents and mgmt. companies.
- Experience producing concerts, comedy shows, and DJ and rock festivals.
- Formulation of new beverages.
- Experience in selling sponsorships, working with radio and TV networks, and non-profit organizations.

OLD SUSSEX INN, INC (D.B.A. EARLY AMERICAN TAVERN)

Consultant, Interim Director of Marketing / General Manager

Sussex, New Jersey
January 2019 – December 2019

- Prioritized customer acquisition and retention through the implementation of targeted social media and traditional marketing strategies.
- Create festivals/fairs to create a stronger relationship with the community.
- Exhibited leadership through the successful hiring and training of new sales staff focused on meeting organizational objectives.
- Was responsible for web development, media buys, the development of the employee handbook, and new advertising and content initiatives.
- Responsible for creating the initial Food and Beverage programs, and how to control food and beverage costs.

FAT CAT PROMOTIONS/XCITE BRANDS

Founder/ Sales and Marketing Director

Whippany, New Jersey
June 2000-December 2007

- Exhibited flexibility and mature judgment toward the development of high-impact promotional programs and innovative campaigns.
- Effectively grew billings and developed valuable relationships with flagship clients. Also focused on staff hiring and training.
- After selling Fat Cat to Xcite, I stayed on as a consultant till 2007 upon which I continued consulting full time..

Leadership & Affiliation

MIDNIGHT RUN

Creator/ Volunteer/ Board Member

Livingston, New Jersey
January 2010 – Current

- Automobile Road Rally which draws over 500 cars from the NY/NJ/PA/CT area. We have grown 15% year over year. The event raises over \$50k annually for St. Jude's Hospital and Habitat for Humanity.

TURNING POINT, INC

Volunteer

Paterson, New Jersey
January 2016 – June 2021

- Works with people in recovery. Supported numerous outreach events and fundraising activities.

JERSEY CARES

Volunteer

Livingston, New Jersey
January 2014 –June 2021

- Worked on fundraising campaigns, Coat Drives, etc.

Skills & Certifications:

Management • Team Building • Training • Budgeting • Media buying • Sponsorship Sales • Development of Pitch decks and Sales Brochures • Graphic Design • MS. Office (Word, Excel, PowerPoint) • Adobe Creative Suite • CRM • HTML • JavaScript • CSS • Event Production • Google AdWords • PPC • Word Press • Hootsuite • Hubspot • Google Analytics • SEM • SEO • SMM • Beverage Formulation

Education:

NEW JERSEY INSTITUTE OF TECHNOLOGY Newark, NJ
Digital Marketing Certificate January 2022

RUTGERS UNIVERSITY New Brunswick, NJ
Mini-MBA Digital Marketing (MBA) December 2016

ROGER WILLIAMS UNIVERSITY Bristol, RI
B.S. Business Administration August 1988- May 1992