

# Mason Balistreri

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## EXPERIENCE

### Joy Wine & Spirits, Denver: 2013–Current

#### ASSISTANT MANAGER

- Running the floor, directing staff, setting sales goals, and managing inventory.
- Motivating staff with sales incentives.
- Generate sales by constantly engaging, educating and exciting customers on new products.
- Grow the business. Every year since 2013 has consecutively been the largest year ever, with a continuing upward trend.

#### ASSISTANT WINE BUYER

- Development of a high end clientele via direct marketing and networking.
- Growing the category of luxury wine (over \$300/bottle) from non-existent to very significant.
- Speciality buying, including Burgundy & Natural Wines.
- Leading the market by developing trending categories. For example, Beaujolais, Rose, and Magnums – all of which the store has among the best selection in the state.
- Maintaining relationships with many small vendors, to find wine that uniquely fits the market but is still affordable.
- Educating staff and customers alike with verbal and written communication.
- Increased email list by 10% each month since database restructuring, and strategic target marketing.
- Strengthen store reputation via depth of categories, thoughtful buying, and strategic pricing.

#### WEB DEVELOPER & MARKETING

- Custom digital solution for product information, including an online shelf tag database that reps can remotely access and submit product information.
- Complete redesign of the website, newsletter, wine club, logo and other promotional materials.
- Appearances on KUVU radio to promote the business and discuss new products.

### Balistreri Vineyards, Denver: 2010–13 & 2015

#### WINE EDUCATOR / WEB DEVELOPER /

#### ASSISTANT IN WINEMAKING & CELLAR MANAGEMENT (2015 VINTAGE)

- Crushing grapes, cleaning barrels, monitoring fermentations, barrel tastings, bottling wine, labeling wine.
- Conducting tastings, sales and tours.
- Communicating the process of "Natural" winemaking
- Creation of website, and a custom solution to online ticket sales.

## EDUCATION & AWARDS

### Metropolitan State University of Denver BA, Global Wine Studies

Fall 2013 - Graduated Spring 2016

A custom BA that combines science, marketing and hospitality relating to the beverage industry.

### Banfi Wine Scholars Annual Scholarship 2015 &16

### Society of Wine Educators Scholarship 2016

## CERTIFICATIONS

### Certified Sommelier International Wine Guild 2013

### Court of Master Sommeliers Level I 2015

### Certified Beer Server Cicerone Program 2013

### TIPS Certified & ServSafe Alcohol Service Trainings

## SKILLS

Sales leads

Hand Selling Wine & Spirits

Public Speaking

Negotiating with Vendors

Closing sales

Maintaining relationships

E-Mail Communication

Microsoft Office

Advanced Excel

Adobe Ps, Ai, Id

Wordpress + Web

Constant Contact,

MailChimp

Social Media