

Jesse Edwin Evans

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An entrepreneurial executive, growth-focused, and customer-centric, with 15+ years of progressive experience and success in achieving organizational objectives through active leadership, marketing, sales, and strong P&L management.

- Expertise in **developing and executing multi-channel marketing/promotional campaigns** to capitalize on new business opportunities and drive sustainable growth.
- Excel at **leading sales programs** aimed at **driving revenue and increasing profitability**. Skilled in **building, supervising, and mentoring highly productive/creative teams** to improve overall performance.
- Deft at collaborating and coordinating to **negotiate complex deals** as well as experienced in **collaborating and coordinating with cross-organizational teams and leadership teams**.

Accomplishments

- Drove 20% year over year growth in productivity of the sales department, while maintaining performance of logistics, shipping, and delivery under budget at Running Man Distributing.
- Distinguished for accelerating and maintaining sales up by 40% in uncertain market conditions.
- Launched DraftPass app on Google and Apple stores, acquiring over 25,000+ customers in first 3 months.

Areas of Expertise

Sales Enablement/Management
Multi-channel Marketing
Brand Management

General Management (P&L)
Revenue & Profit Growth
Content Management

Trends Analysis/Market Research
Process Improvement
Talent Development

Career Experience

Operations Director/General Manager, Running Man Distributing, Portland, OR

2018 – Present

Recruited by ownership to Portland based on career expertise to scale a 5-year-old start-up craft beer and cider distributor with business \$3.5M annual sales to prepare for the planned growth phase.

- Implemented an enterprise-level software (ERP) system to manage sales, delivery, logistics, and warehouse activities, reducing costs by 15%.
- Effectively supervise managers, sales operations, logistics, and technology to succeed productivity goals, defined by KPIs dictating a required 10% growth in topline sales.
- Exceed KPIs for 20% increase in topline sales by hiring a dedicated sales manager and new streams of revenue.
- Promoted local craft beer and cider producers to a portfolio worth \$1.5 million in annual sales.
- Redeveloped 90% of human resources, recruited new hires, and improved company culture to drive efficiency and employee satisfaction.

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Marketing Director, DraftPass.Club, Chicago, IL

2017 – 2018

Co-Founded an app for beer fans to connect with breweries, available on Apple and Google App stores.

- Directed creative staff in editing and producing video segments and drafted engaging content for the app and direct email campaigns.
- Served on the executive board, determining business model directions and strategic planning.
- Managed and arranged video production, photography, advertising, social media promotion, hired and supervised designers for web and traditional marketing.
- Sold and onboarded 150 partner breweries to join the app and interact with fans.
- Met and exceeded pre-series A angel investor projections in revenue goals by 15%.
- Increased customer adoption and retention rate by over 70% within the initial six months.

President, Founder, Brewer, Ale Syndicate Brewers, Chicago, IL

2011 – 2016

An award-winning craft brewery specializing in historical beer styles, in Chicago, IL.

- Grew a startup brewery to \$2.5 million annual sales, accomplishing and exceeding all business objectives by driving double-digit YOY revenue growth for four years.
- Achieved and maintained a 25% YOY growth in topline sales over the first 3 years.
- Built active brand management and assisted in the creation of the award-winning design.
- Negotiated with and signed 3 major distribution partners to cover the Chicago market.
- Fundraised \$1.5 million from angel and institutional investors to scale business operations.

Additional Experience:

Co-Chairman of Initial Board of Directors, Chicagoland Food & Beverage Network, manufacturing trade group.

Creative Director, 30proof Media, boutique graphic, web and interactive agency.

Photo Editor, Sonoma Valley Sun/El Sol de Sonoma, two community newspapers located in Northern California.

Education

Bachelor of Arts in Marketing/Journalism

University of Illinois at Urbana-Champaign

Certifications

Six Sigma Yellow Belt, Purdue University, (Expected Feb. 2021)

Applying Data Analytics in Marketing Course, University of Illinois - via Coursera (Expected Feb. 2021)

Technical Proficiencies

Adobe Creative Suite (Photoshop, Illustrator, InDesign) | Advanced Microsoft Excel skills, including Project Management Functions, Pivot Tables and Financial Projections/Planning | CRM | Video Editing | Traditional Photography | Graphic Designing