

PROFILE

Marketing director specializing in the wine industry with over fifteen years of experience. Hands-on expertise includes: relationship marketing, data-driven direct marketing, campaign management, customer segmentation, online marketing, analytics, brand marketing, sales and hospitality.

PROFESSIONAL EXPERIENCE

Sean Holcomb Marketing, Proprietor

2007 - present

Provide marketing consulting services to boutique and luxury tier wineries. Expand and improve direct-to-consumer sales channel with data-driven direct marketing, wine clubs, online marketing and customer relationship marketing. Manage email marketing, metrics, list management and e-commerce for a variety of winery clients.

- Tripled the direct-to-consumer business of a 7,000 case winery in one year with the implementation of new tools, a new wine club, and improved direct marketing contact strategy.
- Increased online sales for a large, established winery by 70% in one year. I also launched their wine club that brought in an incremental \$500K in the first year and \$800K in the second year.
- Launched mobile marketing for small producer with no physical presence. Implemented QR Codes and mobile landing pages to directly interact with customers and to increase email list and social media reach.
- Led the assessment, selection and implementation of the most appropriate eCommerce and Point of Sale (POS) platforms for four different clients, each tailored to the unique needs of the respective winery. Each project led to extended consulting relationships.

Benziger Family Winery, Glen Ellen, CA

2007 - 2008

Director of Customer Relationship Marketing

Oversaw direct-to-consumer channel for two wineries, Benziger Family and Imagery Estate, including all e-commerce, direct mail, call center management and six different wine clubs totaling over 10,000 subscribers.

- Increased revenue by 30% in first year. Increased revenue by 15% in second year, outperforming industry trends and Benziger & Imagery's other sales channels.
- Doubled sales through the online shopping cart, allowing call center staff to provide better customer service to membership base while focusing more on sales opportunities.
- Architected and launched premium, higher-margin wine club that reached 500 members in six months.
- Implemented accurate campaign assessment metrics in order to fine tune and improve the productivity of each marketing touch.
- Implemented CRM principals and customer segmentation to get the right offers to the right audiences.
- Managed, hired, trained a staff of five including two Sales Managers and three Sales Associates.

Etude Wines, Napa, CA

2004 - 2007

Consumer Sales Manager

Managed all aspects of a luxury winery's direct-to-consumer sales and marketing including the web site, wine club, mailing list and tasting room. Developed and oversaw all marketing and advertising across sales channels including creative and textual copy. Managed consumer as well as trade customer databases including design, maintenance, contact strategy and analysis. Provided a high level of customer service and sales to wine enthusiasts and collectors. Acquired and retained customers within budget while exceeding revenue projections.

- Increased revenue by 300%+ in less than three years including 85% growth in the first year.
- Designed, launched, managed a very successful wine club program with over \$2 million in annual revenue.
- Revamped all marketing communication including web site redesign, release letter redesign, and the implementation of advertising, viral marketing, email marketing and search engine marketing.
- Managed, hired, trained staff of five including a Consumer Sales Coordinator and Hospitality Manager.

Butler, Shine, Stern & Partners, Sausalito, CA

2003 - 2004

Director of Data Strategy

Served as lead for the SF Insight group, an integrated consulting organization within Butler, Shine, Stern & Partners advertising agency. SF Insight specializes in customer knowledge support, data analytics, e-mail marketing and relationship marketing strategy. Clients included Diageo Chateau Estates & Wineries, Cricket Wireless, AOL, Noah's Bagels, TIAA-CREF, Health Net, VeriSign, and Cisco. Managed all client projects and new-business pitches involving data analytics, contact strategy, and customer segmentation.

- Led customer and lead segmentation analysis and initiated a subsequent direct mail and email contact strategy for marketing 529 college savings plans.
- Developed SF Insight's "Marketing Scorecard" service offering, a combination of customer and lead segmentation profiles coupled with cross-campaign efficiency assessments. The scorecard identifies correlation of marketing mix and spend with quality of customer response or acquisition.
- Hired, trained, managed Media Analyst responsible for online campaign analysis and optimization.

DIRECTV Broadband, Inc., Cupertino, CA

2001 - 2003

Manager, Marketing Planning

Led marketing strategy, planning, and analysis for subscriber acquisition campaigns including direct mail, telemarketing and email campaigns. Managed relationship with The Buxton Company, a strategic partner that provided marketing support with lead management, geographic analysis and direct marketing list development.

- Improved campaign targeting 30+% by creating a customer segmentation classification scoring system specific to each acquisition channel. System incorporated historical response, order rates, number of times contacted, geographic market, demographic/psychographic characteristics and market-specific competitive landscape.
- Defined the optimal contact strategy for the marketable universe within the DIRECTV customer base of 11 million. Increased and sustained direct mail and telemarketing response and order rates within that universe resulting in a substantial decrease in customer acquisition costs of over 35% through the development of a systematic contact strategy.
- Developed a market efficiency and projections model that tracked response, qualification, acquisition, pre-install churn and post-install churn rates for 75 markets
- Guided spot market selection for radio and television media campaigns based on acquisition rates, competitive presence, margin per customer and penetration of target audience.

NorthPoint Communications, Inc., San Francisco, CA

1999 - 2001

Manager, Strategic Planning

Managed marketing planning and strategy for NorthPoint's consumer and business DSL services. Led efforts to quantify business opportunities and provide analysis to prioritize product and channel decisions.

- Developed promotional incentives for NorthPoint's retail and wholesale partners.
- Managed DSL subscriber and revenue forecasting across all NorthPoint acquisition channels.
- Selected NorthPoint's advertising markets for \$25M print and radio campaign based on internal infrastructure and demand information combined with market research.
- Hired, trained, and managed a Business Analyst responsible for tracking \$100M budget.
- Created consumer and business segmentation profiles of NorthPoint end-users and prospects and applied the profile to market expansion planning.
- Conceptualized and compiled a detailed quantitative assessment of the performance and productivity of each of NorthPoint's service markets. The model immediately influenced the company's business decisions.

MCI Telecommunications, Inc., Arlington, VA 1996 - 1999

Senior Marketing Analyst, Target Marketing Group

Developed marketing and advertising strategies for a wide range of consumer and small business telecommunications products and services. Performed detailed marketing analysis utilizing customer and geodemographic information for MCI with a customer base of 20 million and a prospect base of 100 million.

- Served as subject matter expert for analysis and interpretation of quantitative information covering numerous products including Internet, Local Telephony, Specialty Brands (1-800-COLLECT, 10-10-220, 10-10-321), Partner Programs (airline, retail, financial institutions), Local Toll, and Wireless marketing groups.
- Utilized market segmentation technology to profile Local Toll customers by state in order to develop predictive model. Created phone number database to route inbound customer service calls from those likely to use the service to a call center that specialized in selling Local Toll service. This resulted in a 50% increase in inbound Local Toll sales.
- Performed a detailed analysis of "10-10-321" high value domestic and international callers by media market to determine appropriate spot TV advertising and alternative media to best reach target audiences.

Claritas, Arlington, VA 1995 - 1996

Client Service and Training Specialist

Instructed clients on the proper use of geodemographic data and all Claritas precision marketing assessment and market mapping software. Assisted clients with marketing applications utilizing mapping, demographic analysis, online geodemographic data retrieval, online geocoding, and market segmentation software. Designed and conducted training courses to promote and facilitate clients' effective use of company's tools and data.

UXB International, Chantilly, VA 1993 - 1995

Project Manager: Cartography

Developed bid and proposals for government agencies and environmental contractors. Managed cartographers and data collection personnel. Introduced and implemented Geographic Information System (GIS) technology to organization allowing company to stay competitive and secure more diverse contracts.

CACI Marketing Systems, Arlington, VA 1992 - 1993

Geographer

Generated site-specific marketing reports for client evaluation of consumer market potential.

EDUCATION

Master of Science, Geographic & Cartographic Sciences, George Mason University, Fairfax, Virginia, 1995

Bachelor of Arts, Geography, University of Mary Washington, Fredericksburg, Virginia, 1992

OTHER

Court of Master Sommeliers, Level I, Napa, California, 2005