



EXPERIENCE

Founding Winemaker & Owner ● 2017 - Present
Archetype12 Wines & Terroir Incognito Community-Ciders

Strategic Development Of An Artisan Winery, Hard Cidery, & R&D Boutique. Oversight Of Business, Legal, & Financial Management, Including Budgeting, Compliance, & Supply Chain Logistics. Leadership Of Strategy, Market Forecasting, Partnerships, Product Fermentation & Formulation, Quality Control, & Sustainability Initiatives. Direct Go-To-Market Efforts, Brand Positioning, & Multi-Channel Marketing Across All Platforms. Design & Deploy Product Labeling Compliant With Government Standards. Management DTC Sales, Events, & Customer Engagement & Retention To Drive Growth & Loyalty.

Head of Research & Development (Part-Time Consultant) ● 2023 - Present
SOMA Kombucha & Jun Handcrafted Beverages

Leadership Of R&D Formulation For A National Fermented & Functional Beverage Comanufacturer, Developing & Scaling RTD Teas, Kombucha, Water Kefirs, Energy Drinks, Kvass, & Other Probiotic Beverages. Management Of Bench Trials, Ingredient Sourcing & Logistics, Vendor Relations, Supporting Functional Benefits & Claims With Product Label Design & Nutrition/Ingredient Panel Optimization, & QA To Ensure Commercial Viability. Oversight of Account Management & Full-Product Lifecycle From Concept To Large-Scale Production, Combining Scientific Precision With Market Trends To Drive Innovation & Commercial Success.

Strategic Consultant ● 2021 - 2023
Formerly Senior Content Innovator ● 2019 - 2021
Formerly Content Strategist ● 2017 - 2018
Carnegie

Responsible For The Envisionment of New Strategic Directions & Products, The Conceptualization & Development Of Innovative New Content & Frameworks, & Acting As A Champion For The Enactment Of Any Change Required To Propel The Company's Innovation Portfolio Forward. Ancillary Accountabilities Include Definition Of New Product Trajectories, Grounding New Product Extensions & Processes In Definitive Data & Insights, & Refining New Products & Services To Provide The Highest Value To Clients & Partners.

Consumer Sales & Marketing Manager ● 2021 - 2022
Formerly Marketing Manager ● 2017 - 2018
Soléna Estate

Oversight Of All Sales, Marketing, & Hospitality Operations That Impact The Consumer Demographic. Development Of Long-term Brand Strategy & Annual Tactics As Well As Ongoing Operations Optimization To Better Align With & Set Best Business Practices & Industry Standards. Reimagining & Management Of Wine Club Subscription Program, Hospitality Experiences Across The Estate, Events (Both Branded & Private), Facilities, As Well As The Consumer Experience. All Made Possible Through The Leadership, Recruitment, & Oversight Of A World-class Four To Eight-Person Hospitality Operations Team.

EDUCATION

Portland State University ● Bachelor of the Arts in Advertising Management
Chemeketa Community College ● Associates of Applied Sciences & Winemaking