

Lydia Catone

TRADE MARKETING
SPECIALIST

GET IN TOUCH

LYDIACATONE@GMAIL.COM

302-521-7305

WWW.LYDIACATONE.BEER

EDUCATION

UNIVERSITY OF DELAWARE

BA, PUBLIC POLICY

CLASS OF 2013

CICERONE BEER SERVER

CERTIFICATION

OBTAINED 2016

COMPLETED DRAFT

SPECIALIST + OFF FLAVOR

COURSES

PENNSYLVANIA RAMP

CERTIFICATION

DECEMBER 2021

PROFESSIONAL EXPERIENCE

BELL'S BREWERY | 2022-PRESENT | PHILADELPHIA, PA

TRADE MARKETING SPECIALIST

- SUPPORTS NATIONAL ACCOUNTS TEAM WITH IN-MARKET PROGRAMMING REQUESTS + STRATEGY
- SUCCESSFULLY MANAGED ALL BELL'S PROGRAMS THROUGH THE END OF 2022 AND PRESENTED CREATIVE BRIEFS FOR 2023

BELL'S BREWERY | 2020-2022 | PHILADELPHIA, PA

FIELD SALES REPRESENTATIVE

- PARTNERED WITH WHOLESALER TO GROW VOLUME IN KEY ACCOUNTS IN PHILADELPHIA
- GREW LOCAL BELL'S PHILLY INSTAGRAM ACCOUNT TO 300+ FOLLOWERS AND CAPTURED CUSTOM CONTENT
- ESTABLISHED "TWO'S DAY" OFF-PREMISE PROGRAMMING

GO PUFF | 2019-2020 | PHILADELPHIA, PA

FIELD MARKETING SPECIALIST

- BUILT FIELD MARKETING PLANS IN 200+ MARKETS ACROSS THE US IN ORDER TO MEET CUSTOMER ACQUISITION GOALS.
- RECRUITED + MANAGED BRAND AMBASSADOR TEAM

ARK IDEAS | 2018-2019 | PHILADELPHIA, PA

MARKETING ACCOUNT EXECUTIVE

- CREATED SOCIAL MEDIA + MARKETING STRATEGY AND GENERATED CONTENT FOR 9 REGIONAL ACCOUNTS

NEW BELGIUM BREWING COMPANY | 2016-2018 | RI & CT

FIELD SALES REPRESENTATIVE

- DEVELOPED BRAND BY BUILDING PARTNERSHIPS WITH LOCAL ON- AND OFF-PREMISE ACCOUNTS AND 6 WHOLESALERS ACROSS NEW ENGLAND TERRITORY

BRICKWAY BREWERY & DISTILLERY | 2015-2016 | OMAHA, NE

PRODUCTION ASSISTANT

- HANDS ON BREWING AND DISTILLING EXPERIENCE, INCLUDING PACKAGING AND SANITATION
- ACTED AS BRAND AMBASSADOR AT KEY EVENTS