

# JASON LEY

Writer | Marketer | Storyteller |  
Content Producer | Consultant |  
Public Speaker | Emmy-nominated |  
The Person You Want on Your Team


## CONTACT

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 @jasonley

 Grand Rapids, MI  
Remote-friendly

## PROFILE

- ✓ Emotionally Intelligent
- ✓ Intrinsically Motivated
- ✓ Clear Communicator
- ✓ Decisive Decision Maker
- ✓ Respects the Details
- ✓ Adaptable and Resilient
- ✓ Plays Well with Others
- ✓ Published Author, Journalist

## EDUCATION

### Teacher Certification

Michigan State University  
2002

### Bachelor of Arts | English, Sociology

Michigan State University  
Cum Laude  
2001

## CERTIFICATIONS

- ★ Certified Cicerone<sup>®</sup>
- ★ Certified TIPS<sup>®</sup> Trainer
- ★ Executive Bourbon Steward
- ★ Member, North American Guild of Beer Writers

## EXPERIENCES

### MARKETING MANAGER

#### G4 KEGS | DEC 2021 – PRESENT

- Develop, activate, and oversee marketing strategy and initiatives designed to increase revenue and drive client engagement
- Manage content creation, lead generation, social media engagement, and events programming
- Ensure brand and customer service integrity are properly represented throughout the entire customer experience and every interaction
- Manage relationships and projects with agency partners
- Create and manage all promotional materials

### DIRECTOR OF OPERATIONS

#### WISE MEN DISTILLERY | AUG 2021 – SEPT 2021

- Freelance consultant hired to establish all standard operating procedures and efficiencies for FOH service and hospitality

### CEO

#### BETTER DRINKING CULTURE | JAN 2017 – DEC 2021

- Authored and self-published *The Drinker's Manifesto* [book], a practical guide to a healthy, mindful relationship with alcohol
- Speak/present on mental health and drinking at major beverage alcohol industry conferences and collegiate events, manage all event activation
- Created and deployed a nationwide certification program of industry best practices and *Universal Mug Club* to enhance consumer experiences
- Audited and consulted 30+ breweries in Michigan and distilleries across the Kentucky Bourbon Trail, managing multiple concurrent demands
- Trained 100+ brand ambassadors nationwide, and counseled industry influencers and general consumers on their relationships with alcohol

### DIRECTOR OF MARKETING

#### COLDBREAK<sup>®</sup> | FEB 2019 – SEPT 2020

- Responsible for a six-figure budget for the beverage industry's premier jockey box (i.e., portable draft beer stations) manufacturer
- Redefined company's brand identity and all marketing, sales, event, and promotional assets, streamlined internal SOPs and project management
- Conceptualized and implemented the marketing strategies for two new revenue streams as a post-pandemic pivot
- Authored best practices marketing content for blogs and instructional videos, managed all social media and digital and print advertising
- Coordinated trade show presence at national industry conferences, fostered partnerships with multiple state guilds and auxiliary trades

### ASSISTANT GENERAL MANAGER + BEER PROGRAM MANAGER

#### GRAND RAPIDS BREWING COMPANY | MAY 2016 – DEC 2016

- Increased revenue 14% while controlling expenses and co-managing over 50 FOH bartenders and servers and BOH kitchen team members