A close up of a logo

Description automatically generated**Mary Monahan**

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**Positive motivational force, philanthropic driven event/ marketing project manager, with a proven ability to manage multiple successful projects simultaneously**

***Marketing & Communications Professional - Event & Project Management***

**Marketing : Creative and collaborative; supports the development and execution of strategic marketing plans to drive business results**

* *Social media marketing (Facebook, Twitter, Instagram),”out of the box” thinker on content creation, marketing strategy, promotional products, & reporting*

**Communications: strategic detail-oriented professional and takes ownership of projects**

* *PR strategy collaborations, internal and external communications, trade and consumer promotional events, newsletters, press materials, development of supplier relationships, public speaking and presentations*

**Event & Project Management: Flawless Detail Oriented Event and Solutions Focused Project Management**

* *Extensive advancing on and off- site planning and logistics including wine selections and catering, A/V requirements, assist with printing and assembling press materials, and selection of promotional items and management of shipments. With all meeting logistics, scheduling, travel arrangement coordination*

**PROFESSIONAL EXPERIENCE**

**Banfi Vintners,** Old Brookville, NY  **2011 – 2020**

***Marketing Coordinator***

A multifaceted role leveraging expertise in marketing, administrative support, public relations, and project management. Worked in close collaboration with Marketing Managers, Sales Managers, Directors (PR, Creative Services, Communications, Pricing), and Legal Counsel. Managed relationships with multiple outside suppliers into Banfi’s 100-person sales force.

* Spearheaded supplier and internal meetings attended by Banfi’s sales force; collaborated directly with Marketing Director and Special Events department to develop compelling PowerPoint presentations and supplier information flow
* Coordinated meeting logistics including wine selections, A/V requirements, materials, and shipments; assisted with printing and assembling press materials in advance of press tours and special events
* Collaborated with Production Manager and Creative Director on promotional item creation
* Provided value-added support to the Public Relations department by reviewing social media content, providing website update support for internal intranet SharePoint, updated company website with new materials and multimedia content, and revising education extranet platform *Banfi University* content for distributors
* Worked with PR and Communications Directors to respond to press inquiries for samples, information, and imagery
* Resolved Consumer Service inquiries (50+/month) for all brands including requests for information, rebates, concerns, etc.; collaborated with management and Legal Counsel during investigation and collection through resolution
* Project managed creative projects, supervising workflow via status meetings and prioritizing traffic in Workamajig
* Coordinated non-profit donation requests and execute associated logistics, administration, and follow-up
* Assisted with the preparation of Point-of-Sale and brand presentation materials for use by sales and/or customers including sourcing branded items from vendors; managed the ordering process through successful delivery
* Communicated with vendors and assisted in the development of trade and consumer promotions
* Oversaw Sweepstakes management, ensured compliance with state requirements and conducted follow-up with winners
* Managed all wine label submission to Federal governmental agency (TTB), robust knowledge of label requirements
* Delivered administrative support to the Marketing department including coordination of travel arrangements, monthly reporting, and samples and delivery logistics
* Ensured flawless back-end administration in support of Marketing Managers and Sales Managers

***⎯ Key Accomplishments & Noteworthy Projects ⎯***

* Spearheaded the successful coordination and execution of a 75-person company picnic and fundraiser; collected 100+ lbs. of canned food and created 300 community toiletry bags in collaboration with Mary Brennan INN
* ​Managed a key 10,000 promotional item project, executing delivery logistics with 300+ Olive Garden restaurants nationwide from company headquarters; saved $1K+ in expenses
* Selected to serve as the face and voice of the Banfi portfolio at various trade and consumer promotional events including the prestigious Wine Spectator’s New York Wine Experience
* Created multiple social media influencer/blogger giveaways pairing Banfi wines with thematic educational pieces and promotional items, adding dimension to a multi-pronged marketing strategy and elevating each wine’s brand ​

**Southern Wine and Spirits of New York,** Syosset, NY **2005 – 2010**

***Marketing Assistant/Event Coordinator***

* Orchestrated solicitation, site selection, legal approval, and deliveries for all charitable events, speaking engagements, monthly sales force wine tastings, and divisional sales meetings
* Interfaced cross-functionally to plan meetings, prepare presentations, and retrieve sales data
* Provided administrative support to Executives including heavy calendar management, telephone gatekeeping, travel arrangement coordination, accounting and budgeting, and all phases of day-to-day superintendence
* Formulated and distributed customer/vendor correspondence including invitations, announcements, and acknowledgements

⎯ ***Key Accomplishments & Noteworthy Projects*** ⎯

* Organized a successful five-course culinary competition for 20 executive-level guests; event garnered rave reviews and comparisons to a 5-star restaurant experience
* Proactively contributed to the creation, design, and distribution of an 80-page holiday catalog that increased revenue generated by more than 25% over a four-year period

**TECHNICAL SKILLS**

Proficient in Microsoft Office (Word, Excel, Outlook, PowerPoint, SharePoint),

Concur, Workamajig, Apprise, Diver, Adobe Spark, Wix Websites

**EDUCATION**

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**St. John’s University,** Jamaica, NY

***Bachelor of Science, Communications***

***Master of Science, Education***

**COMMUNITY INVOLVEMENT**

**2018 - Present**

**Fearless Warrior Foundation** **(NYS Incorporated Non- Profit 501C 3 Pending)**

**www.fearlesswarriorfoundation.com**

Founder/President

The Foundation raises funds and promotes initiatives to support the local Wantagh community. We demonstrate a positive influence by acting selflessly, providing help to others in need, without expected gratitude or repayment.

* **Contactless Food Donation**
  + Instituted a weekly residential contactless food pickup for who wish to remain Covid-19 compliant and wish to donate to local food pantries, in addition to establishing new location for drop-off of donation
* **Scholarship**
* The Wantagh Fearless Warrior Scholarship is designed to promote ethics, integrity, and kindness among young people in their academic, social and wellness areas of their lives.
* **Community Random Acts of Kindness Days**
  + Caffeinated It Forward (Free Coffee) & Bi-Monthly Social Media Gifts for Colon Cancer Survivors