

Felipe Lobón

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Marketing Manager

Passionate and dedicated marketing professional with proven background driving revenue growth in consumer products, food and beverage, and entrepreneurial organizations. Sales and marketing expertise includes branding, product marketing, social media, and visual communications. Flexible problem solver who works well in ambiguous situations. Strong communicator who has collaborated with c-level management to develop quarterly budgets for strategic marketing efforts and worked with regional and national brand partners (Publix, Whole Foods Market, Total Wine) and distribution partners alike. Engaging and effective team leader, mentor, and coach.

- Marketing Strategy
- Social Media Marketing
- Sales Management
- Creative Brand Management
- Branding & Identity
- Visual Communications
- Team Building
- Cross-Functional Teams
- Presentations

Accomplishment Highlights

- Launched Good Omen Brewing Company as a craft brewing startup in North Texas including developing full branding and marketing strategies for the company and five day one brands as well as multiple seasonal and rotating brands.
- Recently earned MBA in Marketing and Entrepreneurship, with international experience in Venezuela, Spain, Italy, Bahamas, and Philippines. Effective team leader whether working in-person or remotely.
- Territory growth: Oversaw territory stretching from Shreveport, LA to El Paso, TX, which had been bleeding case figures, and turned it around within 2 years to achieve steady 10% year-over-year growth.
- Extensive brand development and marketing experience, including managing and creating 20+ brands while at Funky Buddha, with social media, point of sale, packaging, copy, and online presence.

Professional Experience

Co-Founder & Brand Director, GOOD OMEN BREWING COMPANY, Fort Worth, TX

2019 to 2020

Led a team of six investors and two founders in the creation and development of a new craft brewery in Fort Worth, Texas. Spearheaded funding, branding, location search, social media, and experience design. Worked closely with the brewer, lenders, architects, realtors, and investors to bring the concept to fruition

- Met with Angel Investors to raise \$950,000 in seed capital based on a \$2.5 million valuation.
- Managed a budget of \$400,000 in working capital. Secured a \$250,000 PP&E loan to develop an extensive manufacturing facility capable of maintaining ten year-round brands alongside five rotating or seasonal brands
- Led beer product development in conjunction with the head brewer, including direct oversight of commercialization, recipe crafting, timelines, and hitting budget targets and maintaining product margins through aggressive use of startup bootstrapping methods.
- Invited to join the 2nd cohort of The Rising Tide Initiatives FORT startup incubator. Sourced manufacturing equipment, loans, and real estate for 10 BBL brewery.

Marketing Management Intern, ACCELERATE DFW FOUNDATION, Fort Worth, TX

2018 to 2019

Developed innovative marketing strategies to generate new clients in partnership with foundation Director and Director of Programming. Strategized brand identity and positioning to appeal to prospects in North Texas entrepreneurial space.

- Established branding for new “Startup Bootcamp” workshops and “Fort Startup” at Rosedale building location.
- Increased participation by 40% with marketing strategies and ads for new “Startup Bootcamp” series of entrepreneurial education and training courses.
- Boosted social media engagement with targeted social media strategies for workshops on subjects such as Finance, Arts, and Entrepreneurship. Pinpointed 5 new target customer segments by analyzing 9 years of existing data on prior clientele.
- Proactively joined organizing committee for Startup Weekend Fort Worth as member marketing team.

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Marketing Manager, THE FUNKY BUDDHA BREWERY, Oakland Park, FL

2015 to 2017

Established and led marketing team to promote merchandise, coordinate regional events, and facilitate social media outreach. Oversaw all brands in company portfolio (20+), managing year-round, seasonal, and “Little Buddha” small-batch products including all marketing activities. Spearheaded all external brewery communications and digital marketing efforts, including direct mail, digital campaigns, and advertising efforts across multiple platforms. Created branding and marketing materials for all new beer releases and brewery events in conjunction with Brand Director.

- Drove marketing for over 20 brands, including flagship brands such as Hop Gun and Floridian, as well as specialty releases like Maple Bacon Coffee Porter and Last Snow, with roll-out campaigns as well as sales materials.
- Streamlined internal and external marketing projects by creating cohesive brand guidelines.
- Coordinated with sales and production teams to provide marketing support for over 1,500 events per year.
- Developed and planned 3 annual festivals (Octoberfest, Maple Bacon Coffee Porter Day, and Anniversary party) catering to over 8,000 guests per year.

North Texas Sales Manager, THE HARPOON BREWERY, Dallas, TX

2014 to 2015

Managed sales, marketing, and distribution of brewery products in North Texas territory for America’s 18th largest craft brewery. Oversaw all market and sales research operations for North Texas, Dallas-Fort Worth (DFW) market. Collaborated with distributors (such as Ben E. Keith) to execute sales programs, plan events, and manage inventory.

- Identified sales opportunities and gaps by analyzing Vermont Information Processing (VIP) sales data, synthesizing VIP data using Tableau.
- Increased North Texas sales 10.82% (from 26,800 cases to 29,700 cases) in 7 months despite limited beer portfolio.
- Increased brand presence by coordinating events such as pint nights, tap takeovers, brewery nights, and special releases.
- Created and led monthly and quarterly distributor presentations for DFW and El Paso branches of Ben E. Keith.

Additional Experience

Strategy Consultant, NEELEY & ASSOCIATES CONSULTANTS, Fort Worth, TX 2018

Lead Graphic Designer, SIMPLY 180, Boca Raton, FL 2013

Marketing Assistant & Lead Graphic Designer, DENISON YACHT SALES, Fort Lauderdale, FL 2011 to 2013

Education & Credentials

MBA, Marketing | Entrepreneurship, 2019

Leadership: Class of 2019 Social Chair; LEAD Team Coach for Class of 2020

Strategy Consultant for Fort Worth Sister Cities International – Neeley & Associates Consulting

NEELEY SCHOOL OF BUSINESS, TEXAS CHRISTIAN UNIVERSITY, Fort Worth, TX

BS, Communications | BA, Literature, 2011

Art Director for the Miami Hurricane: Student Voice of the University of Miami (2009 - 2011)

UNIVERSITY OF MIAMI, Coral Gables, FL

Technical Skills

Microsoft Office, Adobe Creative Suite, Mailchimp, Direct Mail, SQL, Tableau, Frontline Solver Analytics Solver Platform, Frontline Solver XLMiner Platform

Awards

- TCU MBA Class Values Recognition Award, September 2018, • Buddha’s Best Award for Employee Excellence, February 2017, • IBM Start Workshop Case Competition Winner, 2017, • 5-Time Columbia Gold Circle Award Winner for Excellence in Newsprint Design, 2009 to 2011

Languages

English (native), Spanish (native), French (elementary)