

My Experience at Notch Brewing

At Notch Brewing, I collaborated with a multi-state marketing team to create compelling social media campaigns for platforms like Instagram and Facebook, reaching over 35,000 followers. I also conducted weekly in-person field marketing events, focusing on sample distribution, brand promotion, and customer engagement to boost local visibility.

Using Canva, I developed diverse marketing materials, including newspaper ads, video content, display racks, sell sheets, and signage, all tailored to align with the brand's voice. I also managed weekly sales data analysis in Excel, providing actionable insights to the sales team that helped refine strategies. Additionally, I designed branded merchandise to enhance promotional efforts and worked closely with The Bank of New Hampshire Pavilion to leverage sponsorships, reinforcing Notch Brewing's presence at large-scale events.

This role deepened my experience in content creation, field marketing, and data-driven strategy, highlighting my ability to adapt and contribute to dynamic marketing efforts.