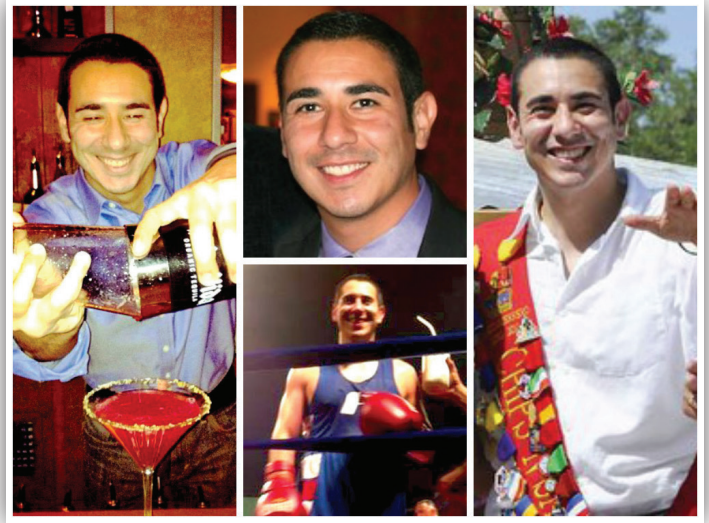


# Professional Profile

210.542.0888

Marco@gustologist.com

3138 Morning Trail San Antonio, TX



## Marco Guerrero

with 20 years of strategic marketing and sales experience established Tejada Agency in 2009; a full-service marketing agency. The agency named in honor of former San Antonio native, U.S. Congressman Frank Mariano Tejada Jr. of Texas' 28th District.

Under Tejada Agency he formed Grand Gusto San Antonio, which served as a local stimulus for non-profit organizations and restaurants, he raised funds and awareness for non-profits, such as ChildSafe, Humane Society of Bexar County and Susan G. Komen for the Cure. Through Grand Gusto, Marco has increased brand awareness for various local restaurants by helping the gross thousands of dollars. Grand Gusto enabled him to be elected King of a local Fiesta event, Chips N Salsa 2010. As King, Marco was able to raise \$10,000 benefiting the non-profit SA Youth. Most recently, he raised funds for the San Antonio Area Foundation by boxing in their annual Ringside Gala. Marco fought as a local celebrity boxer to raise awareness and funds in excess of \$25,000.

He has been hired as a marketing and event company to manage in popular grocery store H.E.B. Lucky Stars sweep stakes, SAPD's Blue Santa program, Green Fields Market Grocery Grab. Marco has also helped market and brand companies in many different industries, including H.E.B., Northside Ford, Tetco, Ultimate Cheesecake Bakery, Gonzaba Medical Group, HemisFair Park, SA Youth, Artisans Alley, Team Ability, S.A.I.S.D. and The Law Office of LaHood & del Cueto to name a few.

His current sales and marketing experience includes establishing a business in the alcohol industry, Gusto/Gustology. Gusto started out as a "farm-to-bar" cocktail speak-easy. Which evolved into Gustology, cocktail crafting classes where patrons create mixed drinks for fun. This venture has given him the opportunity to work with brand ambassadors, distillers and large spirit retailers, by connecting the consumer to the alcoholic beverage industry. By creating the first and only business dedicated to educating the customer on alcoholic beverages, from conception to consumption, he has successfully filled a niche in an untapped market. He expanded from one city to every large market in the state of Texas. Through Gustology, he created products such as infusion kits, mixers, cocktail boxes, virtual mixology classes, and more. Most recently he has entered into box stores selling infusion kits and selling on Amazon. Through his team, they do several cocktail classes a week through the state of Texas. Which includes small parties to large corporate events.

**Account & Marketing Executive**

Optimizing Brand Recognition ♦ Elevating Revenues

Accomplished Sales, Marketing and Account Management professional with a broad-based transferable skills set; excelling in strategic planning, purchasing, sales and support of commercial products and services. Polished presenter and astute negotiator with an ability to forge solid relationships with strategic partners, retain client loyalty, and attract potential customers. Creative, passionate and dynamic professional thriving in a fast-paced environment with the unique ability to focus on the “big picture” without losing sight of the details while maintaining focus on developing and leveraging comprehensive strategies that support brand objectives and achieve sales goals.

**CORE COMPETENCIES**

- |                                |                                     |                                 |
|--------------------------------|-------------------------------------|---------------------------------|
| · Account Retention Strategies | · Written/Oral Communication        | · Advertising & Graphic Design  |
| · Sales Development            | · Team Building & Leadership        | · Alcoholic Beverages & Spirits |
| · Business-to-Business Sales   | · Staff Training & Mentoring        | · Non-Alcoholic Beverages       |
| · Customer Service             | · Trade Show Presentations          | · Bar & Restaurant Industry     |
| · Account Management           | · Relationship-Building Initiatives | · Marketing, PR & Branding      |

**PROFESSIONAL EXPERIENCE**

**GUSTO/GUSTOLOGY**, *OWNER/DIRECTOR OF OPERATIONS*  
San Antonio, TX

2011-Present

Rebranded an existing bar by developing and executing a “farm-to-bar” cocktail concept. Hired, trained and managed a small staff that focused on exceptional customer service, cocktail crafting and building customer relationships. Oversee daily operations including but not limited to: accounting, inventory and human resources. Responsible for product development, social media, marketing, design, advertising and public relations.

Transitioned the “farm-to-bar” cocktail establishment to an innovative concept in the alcoholic beverage industry that focuses on educating and creating cocktails for entertainment. Designed and implemented a new system and studio where the customer is the mixologist and the bartender is the instructor/entertainer.

- Immediately increased sales by 90% and 25% monthly thereafter.
- Successfully captured media outlets attention by receiving write-ups in local publications, news features, and popular blogging websites.
- Customer demand has created interest in franchise opportunities.
- Established relationships with distilling companies that want to promote their product portfolio.

**TEJEDA AGENCY**, *PRINCIPAL/CONSULTANT*  
San Antonio, TX

2009-Present  
(Active Consultant Only)

Responsible for planning, development and implementation of marketing strategies, communications, and public relations, both external and internal. Oversee operations and implementation of support materials and services for clients. Responsible for client acquisition and account management in various industries. Administered the creative and design processes on all projects including logos, websites and collateral.

- Motivated and managed staff in all departments; held weekly meetings to review clients, sales, leads, objectives, and progress of campaigns.
- Consistently develop and rewarded employees with bonuses, encouraging their ability and drive through increased responsibility and opportunities for advancement.
- Successfully acquired and maintained clients in virtually every industry in the San Antonio area.
- Received multiple awards and recognitions for various projects including the rebranding of the historical Hemisfair Park and Tetco, Inc.

**SAN ANTONIO FOOD GUIDE & NEIGHBORHOOD NEWS**, COO/CO-OWNER  
San Antonio, TX

2007-2009

Selected to direct, manage and expand San Antonio territory. Recruited to revitalize a dormant sales operation in Dallas. Developed innovative training and sales tools that supported a sales staff and resulted in high levels of customer satisfaction. Conducted sales meetings and customer presentations to communicate the effectiveness and benefits of our publications. Manage a team of professionals generating new business and providing service to existing accounts. Assisted account managers in closing new business and retaining accounts. Played a significant role in planning, executing, and managing entire publishing operation.

- Doubled the number of accounts in a period of a few months; grew business consistently outperforming sales goals and reaching highest number of sales in the company's 13 year history.
- Managed and trained a sales staff, improving sales effectiveness, increasing product knowledge, competitive knowledge, and productivity.
- Implemented and coordinated a distribution of 30,000 publications in over 60 hotels, HEB's, and various other outlets. Also developed extensive mailing list and conducted market surveys.
- Developed sales staff; structuring business deals and negotiating contracts, delivering profitable results under strict deadlines.

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## TRAINING & EDUCATION

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**LUIGI & BISCALDI IMPORTS**, *Apprenticeship in Sales/Distribution*  
Arenzano, Italy

*Summer of 2000*

Promoted and marketed different alcoholic beverages to both new and existing accounts. Organized territory, established prospecting targets, and implemented effective sales strategies to capture both new and continuing business. Benefited from sales training and coaching provided by district manager.

- Conducted sampling promotions of various beers at several tastings and trade shows.
- Identified new market opportunities; developed and implemented sales and marketing plans targeting new clients.

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*Studied Business Administration in Marketing*, **UNIVERSITY OF TEXAS, San Antonio, TX**