

Weston Davis

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Assistant Brand Manager Candidate | Beverage Industry Marketer | Experiential Events Expert

Marketer meets bartender. With 4 years of marketing experience and 4 years behind the bar, I bring a rare blend of digital strategy and frontline hospitality to the beverage industry.

From launching a **650% ROI influencer campaign** to leading a **Forbes-featured cocktail class** and helping break a **Guinness World Record**, I craft brand experiences that resonate both online and in the glass.

Now, I'm ready to bring that fusion into an Assistant Brand Manager role, where business growth and human connection meet.

Professional Experience

Gold Bar Spirits Company – Mixology Class Instructor & Brand Ambassador

Nov 2023 – Present

- **Lead instructor for Gold Bar's signature cocktail class**, featured in [Forbes](#) and backed by **105+ five-star reviews**; helped generate **\$10,000/week in recurring revenue**. ([Case Study](#))
- Spearheaded **100+ events and brand activations**, including **VIP tastings, concerts, and celebrity experiences** featuring guests like **Joe Montana** and members of the **49ers**. ([Case Study](#))
- Played a key role in breaking a **Guinness World Record** for most cocktails stirred simultaneously (991 participants), amplifying national media buzz for the brand. ([Case Study](#))
- Personally sold **400+ bottles in under 12 months**, delivering an estimated **125% ROI** on my sales impact and boosting long-term customer value through immersive education and upselling.

SafetyWing – Affiliate Success Manager

Jan 2023 – Oct 2023

- Led affiliate marketing for the Nomad Health product launch, partnering with **22 top travel influencers** to drive **\$150K in annual revenue** and a **650% launch ROI**.
- Collaborated with SafetyWing's **top 50 ambassadors** to co-create blogs, videos, and campaigns that drove over **\$270K/month in Nomad Insurance sales**.
- Produced weekly video tips and guidebook content that **empowered 100+ global partners** to create high-converting campaigns and scale affiliate revenue.

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Weston Davis Marketing – Freelance Marketing & SEO Specialist

May 2019 – Present

- Scaled web traffic for **Steps to Love** (wedding choreography brand) from **0 to 12,000 monthly visitors**, delivering a **908% ROI** and driving **20+ client acquisition**. ([Case Study](#))
- Supported the Amazon bestseller launch of **Remote for Life** by **co-leading SEO, PR, and Kickstarter efforts**, raising **\$7K** and driving category visibility. ([Case Study](#))
- Boosted **Remote Job Coach** site traffic from **800 to 2,000 monthly visitors** and improved Domain Rating from **18 to 24** in six months through SEO and backlink outreach.
- Secured **7 podcast interviews** and **4 publication mentions** for Remote Job Coach, increasing **media visibility, backlink profile**, and authority in the remote workspace.

Mobile Bartending Positions – Bartender & Barback

2017 – Present

- Bartended **70+ premium events** with top Bay Area companies including *The Bartender Company, A Twist of Lime, Bartenders Unlimited, and Knights Catering*. ([Case Study](#))
- Delivered high-end cocktail service for **Facebook, Dropbox, Stanford, Uber, Oracle, and Andreessen Horowitz**, as well as **luxury weddings, yacht clubs**, and exclusive fundraisers.
- Maintained elite guest experiences under pressure across **corporate events, galas, and private parties**, consistently earning repeat bookings and client praise.

Education

San Francisco State University – BS in Business Administration & Information Systems

May 2017

Professional Certifications

Mailchimp Certification – Intuit Mailchimp (Nov 2023)

Google Analytics for Beginners – Google (Oct 2022)

SEO Certification – Boot Camp Digital (May 2020)

Technical Skills

SEO & Analytics: Ahrefs ▪ Ubersuggest ▪ SEMrush ▪ GA4 ▪ GTM ▪ Google Search Console ▪ Screaming Frog

Social Media Management: HootSuite ▪ LinkedIn ▪ Instagram ▪ YouTube ▪ Facebook ▪ Modash

Web Development & Platforms: WordPress ▪ Squarespace ▪ Affiliate Networks ▪ Lasso

Operating Systems & Productivity Suites: Microsoft OS ▪ Google Workspace

Design & Multimedia: Canva ▪ Photography ▪ Videoshop ▪ Movavi Video Suite

Email Marketing & Hosting: MailChimp ▪ Kinsta ConvertKit ▪ Emma

Content & Writing: ChatGPT ▪ Frase.io ▪ Grammarly ▪ Perplexity

Project Management & Organization: Asana ▪ Airtable ▪ Notion

Communication & Collaboration: Slack ▪ Zoom ▪ Loom

Podcasting: HARO ▪ Podcast Guests ▪ Podcastle

Languages: English (Fluent) ▪ Spanish (Basic)

In a noisy, burned-out world, the brands that win will be the ones who wake people up with fun, with flavor, with unforgettable experiences.

I've led cocktail classes, built events, and earned 75+ five-star reviews doing exactly that and it's the kind of work I live for.