AMBER ARISTY

Seattle, WA | amber.aristy@gmail.com | 770.826.2122

Creative, trendsetting brand ambassador seeking to collaborate with impactful brands to share passion, incomparable experiences, and spirits education. Skilled storyteller and adept salesperson with seven years’ experience in spirits advocacy, as well as brand building and awareness.

Professional Experience

**Enthuse|Inspira Marketing**

**Educator, Seattle Market September 2022 - Current**

*Enthuse is a purpose-driven, women-owned experiential agency created and run by a collective of industry experts and entrepreneurs.*

* Maintain administrative responsibilities including tracking a balanced budget throughout the fiscal year, reporting, highlights, participating in internal trainings, tracking competitive insight, and focusing on KPIs.
* Mentor to trade by nurturing passion for the industry via community building trade-focused events that represent breadth of Diageo brands through the lens of education and advocacy.
* Create educational content in partnership with the National Education team including a history of the spice trade, Spice up your Life, and a history of women in distillation, Dames in Distilling.
* Drive brand presence, performance and advocacy in select on-premise accounts using strategic engagement activities and business-focused solutions that are relevant to the local market.
* Maintain Social Media Presence with at least 12 posts per month, keeping active through stories and growing online community.
* Knowledgeable in legal and compliance regulations in open states, franchise states, and control states.

**Greenhouse Agency**

**Whiskey Brand Ambassador March 2019 – August 2022**

*Greenhouse is a marketing agency that focuses on growing brands for major corporations through advocacy and creating memorable experiences.*

* Educator for Brown-Forman through marketing agency, focused on key brand program initiatives for their international whiskey portfolio.
* Advocated all things whisk(e)y with consumer and trade alike, concentrating on brand history, production, and Irish history.
* Created major educational initiatives including a Slane whiskey baking book with 14 bakes and 14 paired cocktails and a BenRiach Sensory Experience utilizing brand approved flavor and aromatic pairings.
* Spearheaded Garden and Sustainability programming using a sustainability best practices curriculum to be used in collaboration with distributor partners.
* Worked with PR and marketing team to drive brand education through interviews, podcasts, livestreams, and other PR initiatives.
* Increased Slane sales by 79%, and placement count by 49% during a time of shelter-in-place.

Education

Georgia State 2013

Distilling & Production School 2015

Camp Runamok 2018

Certified Specialist of Spirits 2021

WSET Spirits II 2022