

Victor Pusateri

Contact Info

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Permanent Address

145 Edgecombe Ave
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EDUCATION

State University of New York at Oswego, Oswego, NY
Bachelor of Arts

May 2018
GPA: 3.6/4.0

- Major: Broadcasting/Mass Communications

EXPERIENCE

Molson Coors Beverage Company, Chicago, IL

Channel Lead- Off Premise, New York, NY

Jan. 2024-Present

- Establish, fortify, and sustain positive relationships with independent sales channels through effective communication, prompt issue resolution, and careful follow-up
- Executes Molson Coors' operational priorities, conducting comprehensive work-withs, retail surveys, and retail visits alongside distributor area managers and/or sales representatives
- Proactively identify opportunities for improvement and modification in retail display strategies to continuously enhance brand presence and drive incremental sales growth

Sales Representative- On Premise, New York, NY

Mar. 2022-Jan. 2024

- Established, strengthened, and maintained positive relationships with over 120 bars and restaurants through thorough communication, timely problem solving and a diligent follow-up
- Effectively showcased product benefits through profitability analyses, sell sheets, sampling, and a customized trade marketing support plan
- Gained +41 points of total new distribution, brand and package, in Q1 to secure #1 biggest gainer position in Northeast Region
- Achieved #1 volume gainer in the entire company during the NFL post-season with Miller Lite and Coors Light (+44%) through features like 'Game Time is Miller Time' and "Chill' During The Playoffs'
- Created and executed several on premise promotions like 'Make a Bucket, Get a Bucket' for March Madness and Monday/Thursday 'Lite' and 'Light' Football as well as 'Lite'-ning Round trivia
 - Grew Miller Lite volume during March Madness +70%
 - Increased Miller Lite and Coors Light volume+73% during the football season
- Successfully hit 100% of monthly Management by Objectives (MBOs), meeting all nine objectives bi-monthly
- Collaborated cross-functionally with marketing team to execute on-premise activations for Leagues Cup during the Summer and the New York City Food & Wine Festival in October
 - Ensured the booth layouts were visually appealing and aligned with the brand image
 - Arranged and displayed products and promotional materials effectively
 - Distributed event credentials, such as badges and passes to authorized individuals

Cumulus Media- WMAL 105.9, ESPN 630, Washington, DC

Producer/Board Operator, Washington, DC

Mar. 2020-Dec. 2021

- Conducted thorough research and proposed compelling story concepts for "The Chris Plante Show," a prominent talk program boasting over 50,000 monthly listeners on the #3 radio station in Washington D.C.

INVOLVEMENT

"Old School of Sport", Washington, DC

Aug. 2020-Mar. 2022

Sports Podcast Host

- Conceptualized, hosted, and produced a self-owned weekly sports podcast, offering in-depth analysis and discussion on diverse sports topics and current headlines

INTERESTS

New York Giants | New York Mets | Solo Travel | Cooking