

JOHN MANUEL PEREZ

 917.664.4452  ThisIsJohnManuel@gmail.com  ThisIsJohnManuel.com

EDUCATION

Columbia University

PhD ABD / IO Psychology

Boston University

Masters / IO Psychology

George Washington U.

Bachelors Degree / Psychology

PAST CLIENTS

Beverage

Fracture Brewing / Crosby Hops
Brooklyn Brewery / Six Point
Heinekin / Tecate / Reingold
Red Bull / LVMH /Diageo

Luxury Brands

VICE Magazine / Village Voice
Louis Vuitton / Armani Exchange
Ultra Records / Kiehl's / BTTR

Experiential

Art Basel / VoodooFest / BPM
Mysteryland / Show Canada
StageOne / Deep House Yoga

SOFTWARE

Numerous POS systems
Apple / Google / Microsoft
Salesforce / Slack
Meta & Google Ads
Sprout Social / Hootsuite
Eventbrite / ShowClix / Mailchimp
Shopify / Squarespace / Canvas

AWARDS

Paper Mag "Best Promoter"
Village Voice "Best of"
Time Out NY "Best of"
DJ Mag "Top 100 Clubs"
Columbia Teacher's Fellowship
GWU Honors Program
National Merit Scholar

COMPETENCIES

Food & Beverage

management / customer service / sales / OLCC, ORLA & Cicerone certified

Project Management

hiring & training / venue opening / scheduling & budgeting / team building

Event Production

concept & execution / venue & talent booking / AV / ticketing / sponsorship

Marketing & Promotions

digital / guerrilla / experiential / social media / street teams / PR / advertising

Brand Development

art direction / market research / vendor management / strategic partnerships

Copy Writing

proposals / press releases / client & staff communication / promotional copy

EXPERIENCE

General Mgr / Fracture Brewing & Lil America (ChefStable) / current

- Regional GM responsible for opening and management of multiple Fracture Brewing taprooms, Cache Cache restaurant & Lil' America food pod
- hiring & training / ordering / staffing / brand design / social media
- beer & cocktail menu curation / private events & food cart management

Event Manager / TopWire Hop Project 2020 - 2022

- Venue manager, beer buyer, private event booker, marketing & social media at large scale beer garden with 300 seats and food trucks.
- Launched and managed "Backyard" private event space

Marketing & Social Media / Crosby Hops 2021 - 2022

- Coordinated email and social media marketing, merchandise, CBC booth buildout, and hosted brewer visits.

Event & Brand Consultant / Are You Going Places? / 2018 - 2022

- design & execute experiential marketing events & brand designs
- social media influencer & marketing for F&B, wellness & cannabis clients

Event Producer / flawless media / 2012 - 2018

- promoted & operated high-end events for 50 to 5000 people
- corporate events / marketing activations / beverage samplings
festivals parties / burlesque shows / charity / art shows
weddings / screenings / yoga classes / trivia nights

Manager / Bar Manager / Bartender / mult. locations

- lifelong hospitality career focused on customer service & sales
- hiring & training / inventory & loss prevention / menu development
- craft beer & cocktails / wine / fine dining / catering / special events
- Experience running bars / restaurants / nightclubs / pop-ups