



ERIN ROBERTSON CONSULTING
A DIVISION OF HALLY WINE COMPANY

Wine Industry Sales & Marketing

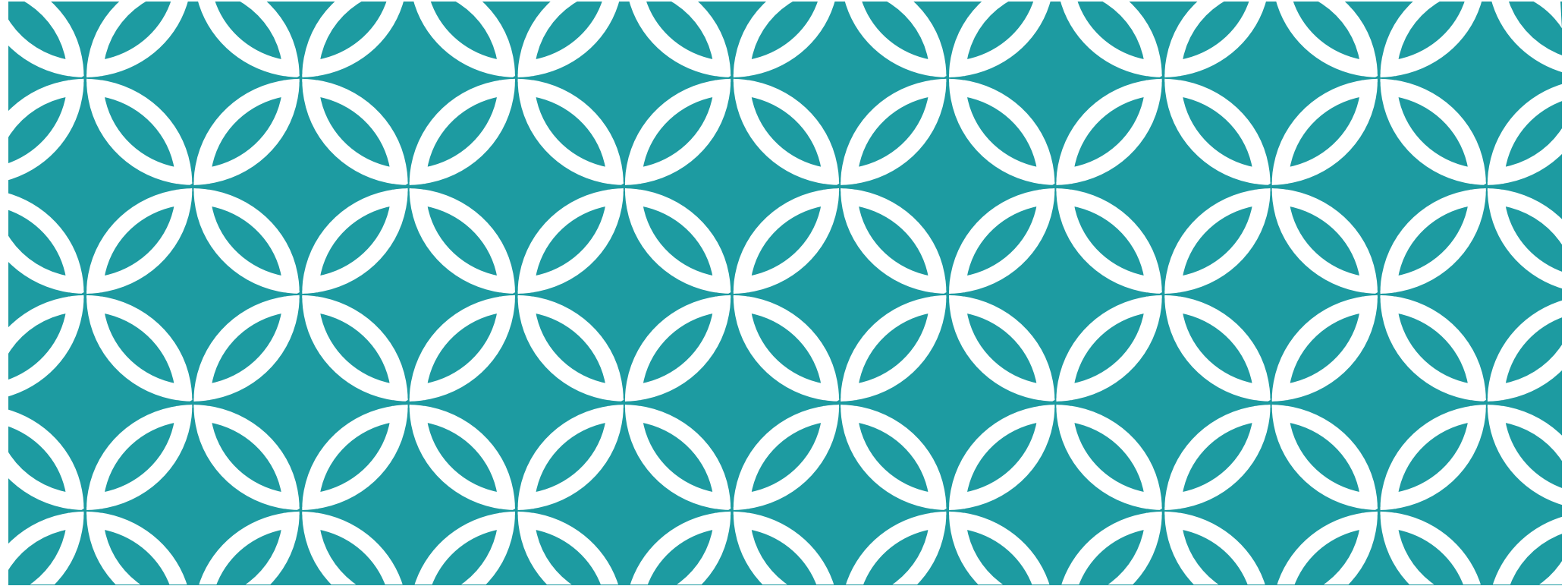


WHAT DO I DO?

Since 2021 I have been working in a consulting capacity, helping small wineries realize their vision by setting into motion, and executing on, plans that will help them achieve their goals.

BY WORKING WITH ME YOU CAN...

- Increase sales through multiple channels
- Maximize profitability
- Develop and implement a consistent brand image and voice across multiple platforms – physical and digital
- Streamline processes and create efficiencies for you and your team
- Develop and train your team



SO, WHAT DOES THAT LOOK LIKE?

Here are some things we can do together...

BIG PICTURE PROJECTS

- Business Development
- Project Management (ex – website elevation, label evolutions and design)
- Train and Mentor Junior Staff on Marketing-related functions
- Set Social Media Strategy
- Develop and Define Sales Strategy
- SKU/Product Creation (brainstorm→release)
- Brand Strategy Creation and Implementation with Cross-functional Teams
- Branding Development (work with designers for visual aspects, collateral design, etc)
- Development of Marketing Tools library
- Wine Club Development/Strategy/Execution

ONGOING, DAY-TO-DAY HELP

- Email Calendar Planning and Execution (writing, designing, and sending email campaigns)
- Marketing Calendar and Activities Management
- Plan and manage ad spend across all platforms
- Influencer Relationship and Campaign Management
- Strategic Partnership Management (NVV, NVFF, etc.)
- Website Updates and Online Content Development
- Webstore Back End Management
- Wine Club Execution
- Copywriting

BIO

Experience:

- 1 year as the **Director of Marketing at Round Pond Estate**
- 4.5 years at **Ste. Michelle Wine Estates as the Marketing Manager for the CA Luxury properties** – Stag’s Leap Wine Cellars, Patz & Hall, and Conn Creek Winery
- 5.5 years as the **National Sales Manager for Laird Family Estate.**
- 4.5 years as **Owner and Director of Sales and Marketing at Dogwood & Thistle Wine.**
- Two years working for The Robins Cellars, a distribution company in central Virginia.

I started in the wine industry after graduating from Virginia Tech in 2001, moving to New York City and working for B.R. Guest restaurant group in Manhattan. I then made my way out to California in 2008 after working in my home state of Virginia at a bottle shop and for a local distributor.

In 2012-2013 I earned my Executive MBA from Sonoma State, as a member of the first cohort to complete the Wine Industry-specific program.

After thirteen years in Napa Valley, I now live in Charlottesville, Virginia with my husband, Sandy, our daughter, Beatrice, and our corgi, Pickle. I am a huge bookworm, love to hike and get outdoors, and sometimes do karaoke against my better judgement.

TESTIMONIALS

“Erin brings a breadth of knowledge about the wine industry to her work. First and foremost, Erin is able to successfully step back and assess the core marketing needs of a winery business based on its short and long term goals. Furthermore, she is results driven, professional, and a team player. Erin would be an asset to any business.”

– Ryan MacDonnell Bracher, Owner, Round Pond Estate

“Erin engaged my company to assist with copywriting on an important label, and it was an absolute joy to collaborate with her. She had already anticipated and articulated the essentials for the brand going in, which made my time incredibly efficient, and the task at hand clear. Proactive, responsive, professional, nuanced – she’s one of the most effective wine marketing consultants I’ve ever worked with.”

- Deirdre Bourdet, CEO of Hedonism Ink

“I really enjoyed working with Erin at Stag’s Leap Wine Cellars. She was a great support to our DTC programming. Erin is creative, collaborative, and understanding of operational deadlines... she is easy to work with and gets things done!”

– Karla Jensen, Senior Hospitality Manager in charge of all Estate Events

“Erin Robertson is dynamic and an incredibly smart and gregarious person. She has grit, vision and is a strategic thinker and processor. She is also, above all, fun to work with and gets results!”

– Prema Behan, General Manager and Co-Founder, Three Sticks Winery and Head High Wines

CLIENT SUCCESS STORIES

By working with me, various clients have –

- Launched their wine club
- Increased web sales 375% YOY
- Worked with the family leadership team to align on a 5-year strategy
- Increased email list and social media following by 30-50%
- Achieved and maintained an average email open rate that is consistently 10-15% over industry average
- Streamlined processes and established a consistent cadence for customer communication

And more!

QUESTIONS? LET'S CHAT.

Erin Robertson

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