

Print

Charter Review Committee Interest Form - Submission #21552

Date Submitted: 3/27/2023

Last Name*

Baker

First Name*

Satonya

District # You Live In.*

District 6

Home Address*

4596 Ficus Street

City*

Hollywood

State*

FL

Zip Code*

33021

Home Phone

Cell Phone

4048499933

Email Address*

satonyabaker@gmail.com

Owner or Renter *

Owner

Number of years as city resident*

10

Are you registered to vote in Broward County? *

Yes

Education (highest degree / level)

Bachelor of Science

Occupation*

Experiential Marketing & CRE Management

Work Phone

954-843-3660

Business Name*

The Beautiful Works, Inc.

Business Address

4000 Hollywood Boulevard, Suite 555-S

City

Hollywood

State

FL

Zip Code

33021

How many elections have you voted in and when was the last time you voted?*

Many. NOV 2022 Broward County & General Election.

How many City Commission or board meetings have you attended in the last 2 years? Please list:*

Multiple virtually. None in person.

Why do you wish to serve as a member of the Charter Review Committee?*

As a resident, I wish to serve to offer a fresh perspective, advocate for the preservation and evolution of the City of Hollywood and be a voice for fellow taxpayers too consumed with making ends meet to be actively engaged in the community.

If appointed, what specific contribution(s) will you bring to the Charter Review Committee?*

As a business owner and resident my scope of contributions are multi-faceted. Operating from a risk management perspective for the well being of all is vital to maintaining transparency, accountability, and the quality standards the Charter requires.

Have you had any previous experience with a Charter review process?*

Charter review process, no. However, with 20+ years experience in managing multi-million, global brands, an annual task was to identify initiatives to start, stop or continue, which can be likened to the Charter's organizational objectives.

Please describe your qualifications as an applicant including your professional and/or volunteer experience or background.*

My professional and volunteer experience centers around identifying opportunities and solving problems to make recommendations, and create solutions that are effective, efficient, economical, and equitable.

Do you currently serve on any City or County boards or committees? Please list.*

No.

Have you ever served on any City or County advisory boards? Please list.*

No.

List community / civic service involvement.*

I have volunteered for a host of community initiatives and non-profit organizations centered around Education, Arts & Culture, Leadership, fighting Homelessness, and hands-on environmental efforts.

Attach Resume (only .doc and .pdf files)*

SB Resume 22.pdf

SATONYA BAKER

4596 Ficus Street, Hollywood, FL 33021 | SatonyaBaker@gmail.com - 404.849.9933

INDUSTRY HIGHLIGHTS

Rémy Cointreau Americas

Area Manager, Events & Nightlife - Florida, Georgia (2018 - 2022)

Market Manager, Regional Accounts (2017 - 2018)

Account Manager, Portfolio, On Premise (2012 - 2017)

Key Account Manager, On & Office Premise (2010 - 2012)

Role & Responsibility Highlights:

- Collaborated with distributor sales reps in multiple territories to secure new points of distribution, support new product launches; Conducted blitzes and account surveys; Liaised with distributor Inventory manager to track inventory status; Generated growth and momentum in territory aligned with Miami RNDC Area Manager; Managed event and nightlife opportunities in Greater Atlanta area
- Presented 360 brand programs, brand standards and incentives during GSM and Spirit Interactives; Provided brand training and education; Developed target account lists and sell-in programs; Partnered with Multicultural reps to own ethnic-focused accounts
- Managed local brand budgets and incremental brand support: Assess best ROI volume, velocity and visibility opportunities; Identified new B2B opportunities (real estate, corporate gifting); Strategized to support target accounts with brand funded programs to increase awareness, and drive trial consumption
- Communicated frequently with FMM to present local opportunities and secure incremental brand support; Managed POS needs and identify free flow items to support special events and local incremental distribution programs; Worked with FMM to develop new POS per brand guidelines; Provided insight on competitive brands
- Created relevant 360 programs to strategically leverage influencer relationships and activations which secured new PODs, menu listings, cocktail features, volume case drops and account cross-promotions; Generated game changing results by cultivating solid relationships, making bold asks and implementing AVA and commercial excellence strategies within in key high-image, nightlife and mixology accounts
- Engaged and educated trade; Utilized Collectif 1806 as added value to secure sustainability of menu listings as well as back-bar and shelf positioning and cocktail features

- Partnered with Louis XIII Brand Ambassador and luxury sales reps to sell in and implement Louis XIII Perfect Pour program; Utilized POS to secure new menu listings, facilitate staff educations, covert activations and provide brand knowledge to key influencers
- Demonstrated leadership role with peers to provide brand training, insight on volume and visibility strategies, and guidance on implementing visibility and volume strategies, and RCUSA admin protocol
- Led local agency; Recruited, trained and educated promotional models; Reviewed programming and KPIs, Ensured compliance of brand standards and timeliness of execution goals
- Spearheaded on-premise account selections for EMT and global market visits; Researched and coordinated hotel accommodations and dinner reservations upon request

Portfolio Brand Program Highlights

- Appointed team lead to manage all production needs for Rémy Martin Brand national tour events, 360 programs and influencer and celebrity event tie-ins (i.e., Don Omar, Usher, Robin Thicke, The House of Cognac Experience, Rémy Ringleader Culmination, Opulence Revealed, National Cognac Day, Producer Series (FL/GA), justRÉMY capsule release, DJ Collective, etc.); Led innovative product launches (Remy V, Centaure, Tercet)
- Managed brand funded local activations and national programs: (i.e. Art of La Soirée, Mount Gay Apprentice Program, Negroni Week, National Gin & Tonic Day, Cointreau Soirée, National Margarita Day, Cointreau Mural program, St. Remy Sangria test program, etc.); Leveraged programs to align with print advertorial tie-ins and sponsorship of premium events; Regattas, Swim Week, Art Basel, etc.
- Leveraged 360 brand funded activations and programs, i.e. Rémy Chill, Rémy Ringleader, Rémy VIP etc. to secure celebrity hosted events (Drake, Shaquille O'Neal, FloRida, Lil' Wayne, Floyd Mayweather, Rick Ross, Fabolos, and a host of others); Reinforced brand equity and negotiated sponsorship deliverables of key high-image events with celebrity tie-ins (Future, Cardi-B, Trey Songz, Gucci Mane, Jeezy, and a host of others)
- Orchestrated and managed local Brand education visits: Cointreau On-Premise Education Tour with Alfred Cointreau (2014); Mount Gay Black Barrel Apprentice Dinner with Allen Smith (2017); Westland On-Premise "Meet the Distiller" Tour with Matt Hoffman (2018)

- Produced premium, best practice programs aligned with brand team standards; Secured influencer and internationally known celebrity artists; Educated and generated excitement and relevance amongst the trade and core consumers (i.e. Mega-yacht series, Atlantic Records listening sessions, Black Music Month series, Bar Wars Mixology Cocktail Competition, Rémy Rendezvous Dinner Series, BIG3 Dinner Series (Miami, Atlanta, Dallas), NBA All-Star (Charlotte), Super Bowl (Atlanta, Miami) and Hispanic Heritage Month; collectively yielding minimum 20M+ media impressions (online, radio, social media and blogs)

Rémy Martin Portfolio Highlights:

- Developed and presented local program ideations to FMM to increase incremental case opportunities; Designed and produced print collaterals: invitations, flyers, and features; customized POS to elevate brand tie-ins for sponsored events
- Produced celebrity, influencer and trade driven experiential experiences to build awareness, consumer pull-through, education, engagement and excitement across portfolio. Celebrity alignment secured via personal relationships: Gabrielle Union, Udonnis Haslem, Jagged Edge, Nayo, Common, TI, Goodie Mob, Nelly, Dallas Austin, Luther Campbell, Lil Baby, Slick Rick, and a host of others)
- Managed 50%+ of top 25 performing off-premise accounts in the state; Secured case displays, shelf talkers & permanent branded POS placement; executed 200+ off-premise activations with average of 126% conversion rate; FY 11/12 & FY 12/13
- Launched innovative brand, Rémy V; Sold in Rémy V to 74% of targeted accounts for the state; Produced experiential launch event for influencers, trade and distributor partners; FY 11/12
- Increased volume on Rémy Martin VSOP 612% within multicultural accounts; Grew Remy V sales 54% within targeted on-premise accounts; FY 12/13, Managed 50%+ of top 25 performing on and off premise accounts; FY11/12 through FY14/15
- Secured 42% of new Rémy Martin Centaure placements; Achieved 100% of execution goals for VIP sampling program and 121% drink conversion rate; Implemented local 1738 influencer program increased sales +44% within targeted accounts, exceeding program goals by 14%; FY 14/15
- Delivered Rémy Martin LXIII volume plan; Increased new placements by 36%; Led Q4 with 798.8% increase on 1738, Accelerated growth utilizing Sazerac cocktail kits, creating excitement generating 152% increase end of quarter; FY 15/16
- Nurtured and managed 80% of top 10 performing VSOP & 1738 accounts, Louis XIII growth up 50% in key accounts; FY 16/17

- Cultivated incremental programming for performing VSOP and 1738 accounts statewide; increased volume 45% across 1738 and 27% on VSOP key accounts; FY 17/18
- Grew LXIII +12% (Maintained distribution in 40%+ of key accounts within the state); Rémy Martin 1738 (Manage 30% of top performing accounts for the state); VSOP up +16%; Managed 40% of top performing accounts in the DFB House; FY 18/19
- Owned key accounts during national sporting event weekends: Super Bowl (Atlanta 2019); Grew 30% of on-premise XO volume via key accounts & sponsored events; All Star (Charlotte 2019) - Owned visibility with exclusive, customized POS; Increased on- premise sales by 102%, Rémy Martin 1738, and +65% on Rémy Martin XO; FY 18/19
- Accelerated growth with local 1738 Nightlife Program: H2 program yielded 37% increase in volume across five accounts (Miami) FY 18/19, and in Atlanta 2019 by aligning with key influencer/promoter in five accounts; Secured incremental brand funds which yielded new VSOP and 1738 placements; Increased Remy Martin VSOP +330%; Rémy Martin 1738 +210.53% (Republic); Rémy Martin VSOP +115.73%; Remy Martin 1738, +210.53% (Escobar) and new Rémy Martin 1738 PODs, Gold Room & Compound and Traffik; FY19/20
- Leveraged relationships to secure Super Bowl (Miami 2020) volume in Nightlife accounts; (1M+ social media impressions, 1200+ sampled); Seven key nightlife accounts yielded a total of 320+ cases across V, VSOP, 1738 & XO; and 5 decanters of Louis XIII
- Gained 26 New Louis XIII placements, Cultivated 50% of top 15 Rémy Martin VSOP accounts; 30% of top Rémy Martin 1738 accounts; #1 “Nightlife” account for Louis XIII; Secured incremental dollars Black History Month Sidecar feature, generated combined average of +257.52 across nine accounts; Yielded lift from DJ Collective Program: Two accounts, four new placements, 56.42 cases (across VSOP, 1738, Cointreau Louis XIII); FY 20/21

Handcrafted Spirits Highlights:

- Sold 10 Barrels for the Mount Gay Black Barrel Founders Program, delivering 380+ cases on and off premise; FY 12/13
- Curated and produced Craft Mixology program, Bar Wars; Created excitement and brand relevance within the mixology community; Generated local media coverage and increased volume by 141%; FY 13/14 vs FY 14/15
- Dominated Q3 Cointreau Noir placements, contributing to 47% of state’s new placements which delivered 17% of the National volume for Dec of Q3; FY14/15
- Surpassed national average scores for 14/15 EOY surveyed accounts; Exceeded KPI goals earning average score of 102% over three fiscal years

- Managed distributor on the Cointreau Summer Soiree - Open Table program, delivering 64% of accounts enrolled for the state; Managed top performing activations generating sampling conversion rates of 81% for Cointreau Rickey and 89% for Mount Gay Black Barrel; FY 15/16
- Delivered new PODs on The Botanist, and Bruichladdich portfolio with 61% carrying more than one marque of Bruichladdich; FY 16/17
- Managed #1 Cointreau on premise account (up 186.9 vs 80.6), and 90% of top ten Botanist accounts; Increased new accounts sold for Mount Gay Black Barrel (50) and Bruichladdich Scottish Barley (17); FY 16/17
- Nurtured top performing accounts in the state across Mount Gay and Cointreau; Maintained 100% distribution and visibility in key regional accounts increasing depletions 72%; FY 17/18
- Contributed to delivering Remy Martin, Cointreau, Botanist (growth within key accounts, Mount Gay and Single Malts commercial growth, volume and depletion plans within the market, Mt Gay up +4%, The Botanist up +28% to LY; Managed 20% of top performing Cointreau accounts (DFB); FY 18/19
- Grew The Botanist Flagship program; State delivered volume of 576.6 vs 516.7 previous year; Increased state volume by 12%; Increased new placements by 9%; Program Targeted five accounts; Increased volume in target accounts by 119%; FY 19/20
- Sustained growth of top performing Cointreau Account in the state FY 19/20 & FY 20/21; Contributed to 99 new PODs; Managed #1 account in DFB, #2 top performing account for the state, yielding 216.4 cs ; FY 19/20

EDUCATION

Bachelor of Science, Public Relations, Florida International University, Miami, FL 4/98

ACKNOWLEDGEMENTS, AWARDS, & CERTIFICATIONS HIGHLIGHTS

- Bar Smarts Certification, Pernod Ricard USA, Atlanta, GA 5/09
- Key Account Manager of the Year, RCUSA National Sales Conference, Boca Raton, FL 5/12
- Peer Leadership Council, RCUSA, South Division 7/12
- Cointreau Noir, Innovation Award, RCUSA 7/13
- Leadership in Visibility, H1 14/15 FY14
- Sales Academy, Gold Recipient, Winning Team, Dallas, TX 9/14
- Board of Directors, Green Room Society, Adrienne Arsht Center, Miami, FL 1/15
- Legacy Magazine, 25 Most Influential Women in Miami (Dade) 1/16
- Ocean Drive Magazine, Influencer List 11/16
- Q4 Employee Recognition Award, Sazerac program 5/16
- Louis de XIII Rémy Martin Brag-book FY15/16 5/16

- Lincoln Motor Company, Woman of Impact 12/16
- Louis de XIII Rémy Martin Brag-book FY 16/17 5/17
- Rémy Martin Portfolio, Diploma, Honors in Excellence, Reveal Academy 5/18
- Louis de XIII Rémy Martin, Training Certificate 10/19
- Rémy Martin Portfolio, Training Certificate 8/20
- Certified Manager of Commercial Properties, CRECI 8/20
- Multicultural ERG Lead, Appointment, Diversity DEEE&I Council 9/21
- Legacy Magazine, 25 Most Influential Women in South Florida (Broward) 1/16

ADDITIONAL SKILLS

- Typing (60 wpm), Proficient in Microsoft Office Suite, Adobe Photoshop and managing Social Media outlets; Freelance Writer & Copy writing, Working knowledge of Canva, Salesforce, Website design, Print production and MicroStrategy.

REFERENCES AVAILABLE UPON REQUEST