

Jaime C. Lewis
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WORK HISTORY

Communications Manager, Proof Wine Marketing, San Luis Obispo, CA

March 2009 – present

- Develop and implement new brand identities for private winemaking clients
- Develop and implement brand identities for *negociant* bulk wine projects with national retailers
- Oversee and write all copy including newsletters, backlabels, press releases, wine club and promotional materials, tasting notes, etc.

Tasting Room, Allan Scott Family Vintners, Marlborough, New Zealand

October 2008 – March 2009 (seasonal)

- Poured wine and made sales to guests, including descriptions of grape origins, composition, winemaking processes, food-pairing recommendations and overall style of wine
- Performed routine retail functions: inventory, opening and closing registers, shipping, etc.

Director of Education, San Luis Obispo Symphony, San Luis Obispo, CA

October 2004 – March 2008

- Developed, implemented, and evaluated all music education programs serving 16,000 people annually
- Oversaw budget of \$250,000 education department within total organizational annual budget of \$1.1 million
- Wrote all educational copy for concert programs, concert study guides and website content
- Managed 15 employees and 20 volunteers, including rehearsal manager, instrument teachers, camp directors, conductors and coaches, in-school presenters, and quartet musicians

Gift Planning Coordinator, San Francisco Symphony, San Francisco, CA

October 2001 – February 2003

- Wrote all original copy for quarterly newsletter, worked with outside vendors and produced all marketing for gift planning department
- Produced all gift planning seminars and events; produced all targeted mailings from start to finish
- Maintained donor records in both hard and electronic formats; streamlined reports and/or development of new reports for accessing donor information

VOLUNTEER EXPERIENCE

World Wide Opportunities on Organic Farms, Italy

April 2008 – October 2008

- Learned principals of organic farming through volunteer work in vineyards, vegetable gardens, city markets, goat pastures, berry patches, restaurant kitchens, agriturismo, butchers' stalls, bakeries and dairies

Slow Food, USA

Member since 2009

EDUCATION

Wine and Spirit Education Trust, London

- Advanced certificate (with merit), March 2008 (Henry Wine Group, Newport Beach, CA)
- Intermediate certificate (with distinction), October 2007 (The Wine House, Santa Monica, CA)

Vassar College, Poughkeepsie, NY

- Bachelor of Arts, Art History, May 2000

AWARDS

Leo M. Prinze Prize, Vassar College

Awarded for overall advancement in studies, May 2000

Weitzel-Barber Art Travel Prize

Awarded for independent study of art and architecture in Italy, May 1999

COMPUTER SKILLS

Extensive experience with both PC and Macintosh formats. Includes MS Office Suite, Photoshop, and some Quickbooks.

LANGUAGE SKILLS

Italian, reading-level French

REFERENCES

Sandi Sigurdson, Executive Director, San Luis Obispo Symphony, 805.543.3533

Jill Whitacre, Program Director, Central Coast Vineyard Team, 805.369.2288

Sharon Young, Owner, SGY Consulting, 805.595.7674