

Jason E. Bullock, CSW

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Core competencies

- Public Relations
 - Writing & Editing
 - Marketing & Communications
 - Wine Education & Retail Sales
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Experience

Public Relations Consultant, Freelance Writer & Editor

January 2001-May 2002, December 2004-present

- Manage public relations accounts for wine-related clients on behalf of Charles Communications Associates and others. Secured major placements in Wine Spectator, Wine Enthusiast, "Today Show" online, San Francisco Chronicle, Chicago Tribune, Drinks Magazine, For Me Magazine and Today's Black Woman, among others.
- Create targeted media outreach campaigns for Ladera Vineyards, Parallel Wines, Milo's Whole World Gourmet, Ventisquero, MyWinesDirect.com, Cameron Hughes Wine, Wine Fritz, Calwine, Fess Parker Winery and Wattle Creek Winery, including:
 - o Write press releases, pitch letters and press kit materials
 - o Coordinate media outreach and press tours
 - o Act as an effective and creative liaison between the client and media
- Develop and execute branded content on behalf of Crush Direct Relationship Marketing, including marketing pieces for wineries, corporate communications, newsletters and website content. Recent projects include:
 - o Advertising copy for Cardinale and Matanzas Creek featured in the Wall Street Journal
 - o Print and email copy promoting Stonestreet Winery's wine club and annual barrel tasting event
 - o Website copy for Starlite Vineyards, whose premium zinfandel is made by Merry Edwards
 - o Executive communications for Hartford Family Winery
 - o Wine club emails, marketing brochures and related customer communications for Cambria Winery
- Clients include Williams-Sonoma, The Vine Magazine, Wine Brats, Savoir-Boire and Philips Electronics.

Editor, Williams-Sonoma, Inc./Pottery Barn

May 2002-December 2004

- Managed catalog and online content for industry leader in home furnishings and accessories.
- Developed and wrote marketing emails for a customer database of 2.5 million.
- Balanced brand voice with targeted sales messaging to produce collateral materials for company president, in-store signage, marketing presentations for the company's annual managers' conference and other channels.
- Managed five freelance writers to create on-brand web articles that convey Pottery Barn's design authority.
- Oversaw all editorial content for Pottery Barn Kids catalog, a publication with an annual circulation of 75 million.

Tasting Room Associate, Flora Springs Winery

March 2004-present

- Inform and educate customers on wines, winemaking and the winery's history.
- Promote the Flora Springs wine club.
- Represent the winery at off-site events and tastings.
- Create a memorable hospitality experience for visitors.

Senior Editor, Petopia.com

October 1999-February 2001

- Responsible for writing and editing advertising, promotional, marketing and other content for pet website.
 - Additional duties included producing copy for Petopia's "In the Company of Dogs" boutique catalog and managing the product description database.
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Education

B.A., Mass Communication, Louisiana State University, May 1997. Minor: Political Science

Professional Certification

Certified Specialist of Wine, Society of Wine Educators
Wine & Spirit Education Trust -- Intermediate Wine Certification

Skills

Publish a personal wine weblog at www.jasonebullock.com. Proficient in PC and Macintosh, Microsoft Windows, Excel, Outlook, PowerPoint, Quark Express, HTML and PhotoShop. Strong knowledge of AP and Chicago styles.