

ELIZABETH KRECKER

CERTIFIED SOMMELIER

WINE EDUCATION & CERTIFICATIONS

CERTIFICATE OF VITICULTURE
Yavapai College, Clarkdale, Ariz.

ASSOCIATE OF APPLIED SCIENCE
Viticulture & Enology
Yavapai College, Clarkdale, Ariz.
(projected graduation Dec. 2020)

CERTIFIED SOMMELIER
Court of Master Sommeliers
Napa, Calif.

PROFESSIONAL ASSOCIATIONS

Guildsomm

Verde Valley Wine Consortium

Yavapai College Grand Crew



602.549.0137



elizabeth@kreckermarketing.com

SOMMELIER SERVICE

CERTIFIED SOMMELIER

Cloonan Cellars, Inc., Phoenix, Ariz. / 2019 - Present

- Host tastings of curated wines from Europe, Australia, New Zealand, South Africa, South America, and North America.

SALES ASSOCIATE

Total Wine & More, Phoenix, Ariz. / 2019 – Present

- Deliver exceptional customer service by greeting and establishing a rapport with customers while informing them of Total Wine & More's products and services.
- Drive retail sales, margin, and Winery Direct metrics to specified goals.
- Maintain store visual presentation according to company merchandising guidelines.
- Replenish and maintain inventory and store visual presentation, including home spots, end caps, and platforms in preparation for product delivery

WINEMAKING & VINEYARD MANAGEMENT

WINEMAKER

Two Girls & a Bottle, Phoenix, Ariz. / 2019 – Present

- Grape harvest, crush, fermentation, aging, blending, and bottling of wines
- Combine scientific concepts with practical experience to affect wine composition, aroma, and flavor.

INTERNSHIP

Alcantara Vineyards, Camp Verde, Ariz. / 2019 – Present

- Cellar assistant during crush and bottling
- Wine chemistry testing

INTERNSHIP

Southwest Wine Center, Clarkdale, Ariz. / 2017 – Present

- Vineyard management including:
 - Cultivation, thinning, pruning, suckering, canopy management, planting and replanting, and harvesting
 - Pest, fungicide, and herbicide management
 - Irrigation and monitoring
- Winery management including:
 - Crush
 - Fermentation and racking
 - Wine chemistry testing
 - Blending
 - Taste testing
 - Label copywriting and design
 - Aging and bottling
 - Marketing and business operations

ELIZABETH KRECKER

LEADERSHIP, INNOVATION & MARKETING STRATEGY

MARKETING EDUCATION

MASTER'S DEGREE
Business Administration
Specialization: Marketing
Grand Canyon University
Phoenix, Ariz.

BACHELOR OF ARTS
English, Public Relations
Arizona State University
Tempe, Ariz.

PROFESSIONAL ASSOCIATIONS

International Association of
Business Communicators
Valley Leadership, Leadership
Institute Class 30

MARKETING EXPERTISE

Physician Relations
Government Bids
Operations
Project Management
Community Relations
Copywriting & Editing
Meeting Facilitation
Resource Management
Strategic Planning
Research
Media Relations
Website Content
SEO
Advertising
Social Media

MARKETING & PUBLIC RELATIONS

Elizabeth Krecker has built on a strong background in marketing, advertising, public relations, and business operations to achieve market growth and positive community relations. As a sales representative, she establishes warm relations with customers to accomplish sales objectives. With copywriting skills that couple detailed editing with a love for the beauty in language, her writing encompasses a wide range of subjects and styles. As a content strategist, she combines websites, social media, video, and collateral with sales messaging to achieve marketing goals through integrated communications.

PRINCIPAL

Krecker & Company, Phoenix, Ariz. / 2014 – Present

Launched marketing and public relations firm with focus on effective sales and thoughtful content strategy.

- Developed internal communications programs for Pascua Yaqui Tribe in Tucson, Ariz.
- Managed events for Dignity Health St. Joseph's Hospital and Medical Center to celebrate to mark the hospital's 125-year history.
- Developed, wrote, and edited website content for Barrow Neurological Institute, Phoenix, Ariz., resulting in completion of 500-page website.
- Management, proofreading, and copywriting of websites and print collateral for Dignity Health St. Joseph's Hospital and Medical Center, Dignity Health Mercy Gilbert Medical Center, and Dignity Health Chandler Regional Medical Center located in Arizona.
- Developed website content and video scripts for Toppan Merrill, a global communications firm with offices worldwide.
- Developed print collateral materials for senior living home, The Sycamore at Park Central, located in Amarillo, Texas.
- Promoted quality wines through regular blog posts about Europe, Australia, New Zealand, South America, and North America.

DIRECTOR, MARKETING AND PUBLIC RELATIONS

Health Choice, Phoenix, Ariz. / 2011 – 2014

Led marketing, business development, and public relations strategies to achieve enterprise-wide goals for Health Choice, an insurance company with AHCCCS, Medicaid, and Medicare health plans and integrated networks in Arizona, Utah, and Florida serving more than 250,000 lives.

- Reported directly to COO, serving as member of executive team.
- Managed 10 direct reports, two dotted line reports located in Arizona and Utah, and combined annual business unit marketing budgets totaling \$5.5 million.
- Project manager for bid proposal for 2014-2019 Arizona AHCCCS procurement through highly competitive process. Proposal and oral presentations resulted in successful award to Health Choice, achieving improved geographic alignment with IASIS strategic footprint in Arizona, increase in total membership, and \$2.5 billion total revenue through full term of award.
- Developed physician partnerships and community relations strategies to strengthen relationships, improve member retention, and grow new membership for the third largest Medicaid health plan in Arizona. Result: 9.5 percent increase in market share in 2013, with continued growth into 2014.
- Led strategic planning process to overhaul dual Medicare/Medicaid sales program resulting in new product design, launch of independent broker channel and CRM tools, and streamlined sales processes. Contributed to 52 percent increase in membership during first six months of program launch (2013-2014).

ELIZABETH KRECKER

STORYTELLER, CONTENT STRATEGIST, SOCIAL MEDIA

CONNECT



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Cloonan Cellars, Inc.
Krecker & Company, LLC
4022 E. Greenway Rd., Ste. 11224
Phoenix, Arizona

DIRECTOR, MARKETING

IASIS Healthcare, Nashville, Tenn. / 2008 – 2011

Developed and executed strategic planning, marketing, business development, and public relations initiatives to achieve the business goals of St. Luke's Medical Center, St. Luke's Behavioral Health Center, and Tempe St. Luke's Hospital in metropolitan Phoenix.

- Reported to CEO with dotted line to regional marketing director, serving as member of all three hospital administrative teams.
- Managed two direct reports, agencies, vendors, and annual marketing budgets of \$1.5 million.
- Developed and executed revenue growth campaigns for key service lines using integrated strategies, including traditional advertising, online and social media marketing, event marketing, physician sales, video, media relations, and community and government relations. Fiscal year 2010 campaigns resulted in increased revenue growth and a 14 percent increase in market share.
- Led branding strategy development, planning, and execution of public relations strategies resulting in 12 percent increase in brand perception in metropolitan Phoenix for St. Luke's Medical Center.

DIRECTOR, MARKETING

John C. Lincoln Health Network, Phoenix, Ariz. / 1997 – 2008

Led marketing initiatives to achieve the organization's strategic goals including management of digital marketing team, design and creative teams, and print media department.

- Progressive career growth through 11-year tenure, including roles as graphic designer, graphic services manager, and strategic communications director.
- Led market research, creative direction, and implementation of new system-wide brand strategy resulting in a 10 percent increase in perception of desirable decision drivers and hospital preference.
- Led implementation of marketing programs to grow targeted service lines resulting in \$3.2 million in revenue to contribution margin in a 12-month period.

PRINCIPAL

Design by Design, Inc., Scottsdale, Ariz. / 1990 – 1997

Provide brand strategy, creative direction and graphic design to support marketing initiatives for a variety of advertising agencies, clients and industries including national and local brands.

ART DIRECTOR

Skyword Marketing, Phoenix, Ariz. / 1985 – 1990

Directed design, layout and printing production of monthly inflight magazine to support marketing, communications and branding objectives of start-up national airline.

COMMUNITY RELATIONS COORDINATOR

Arizona Farm Workers Union, El Mirage, Ariz. / 1983 – 1984

Developed community relations programs and created communications in English and Spanish designed to educate Arizona farmworkers about the appropriate use of personal protection in farms and orchards.