



# AARON J. KENDEALL

DISTILLED BEVERAGE. DIGITAL MARKETING.

## PORTFOLIO

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WEB:

[DistillersCutMedia.com](http://DistillersCutMedia.com)

[MonongahelaWhiskey.com](http://MonongahelaWhiskey.com)

## CONTACT

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## LANGUAGES

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- English
- Japanese
- Spanish
- German

## ABOUT ME

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Seasoned communications professional with nearly two decades of immersive experience in multimedia storytelling, I am passionately dedicated to crafting high-impact campaigns that captivate audiences and drive brand success. I bring to the table a unique blend of strategic prowess, creative vision, and business acumen, making me a formidable asset in the realms of PR and marketing. Nearly a decade of involvement in the wine, beer and distilled spirits space – including about five years as an active distiller – gives me unique insight into the beverage and retail industries. And my work as a founder and business owner helps me understand the importance of delivering the best ROI to help your bottom line.

## WORK EXPERIENCE

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### Owner & Founder : Kendeall Consulting, LLC

#### November 2018-Present

- Licensed wine and spirits importer (DBA: Monongahela Whiskey Exchange), beverage industry consultancy and digital media enterprise.
- Executive Board strategy for regional and national clients including Diversity Distilled and Pennsylvania Libations.
- Launched [www.distillerscutmedia.com](http://www.distillerscutmedia.com) to provide expert consultation services throughout the distilled spirits and alcoholic beverage industry
- Worked with dozens of brands inside and outside of Pennsylvania.

### Co-Founder, Partner & Co-Owner: Noire/ Sweet Rust

#### December 2021-Present

- Pittsburgh's first Black-owned distillery.
- Production Lead.
- Consulting, marketing and retail insights.
- Craft gin, whiskey and rum brands. .
- Hands-on leadership: Production, marketing, packaging, processing, front-line sales training, consumer education and more.



## SKILLS

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- Founder
- Brand Owner
- Distilled Spirits
- Production
- Fermentation
- Consulting
- Reporting
- On-camera
- AP Style
- Copyediting
- Copywriting
- Photography
- Pagination
- Interview
- Marketing
- Sales Experience
- Advertising
- Video Capture
- Video Production
- HTML, CSS and JS code.
- Content Management
- WordPress
- SharePoint
- Social Media
- Digital Campaigns
- Software Expertise
- InDesign
- Flash
- Adobe Premiere
- Final Cut Pro
- Full Adobe Suite
- Microsoft Suite
- CSS - Certified Spirits Specialist from Wine Educators of America

### Distiller & Brand Ambassador: Wigle Whiskey

November 2018 – November 2020

- Production of a full range of award-winning products — including Wigle Bourbon and Rye Whiskeys, Genever-style Gin, Spiced and White Rum, a full line-up of liqueurs and much more.
- Increased outreach with whiskey and cocktail enthusiasts.
- Social Media management.
- On and off-premise sales growth.

### Public Relations Manager: Lidl US

June 2016 – July 2019

- One of the first 100 hires at Lidl US. Launched European grocery retail concept in the U.S.
- Managed strategy, messaging and launch of own-brand wine and beer offerings—earning over 225 awards in the process.
- Directed the conception, launch and content management for internal intranet, magazine and mobile platforms for over 10,000 employees.
- Weekly company-wide briefings for the executive board of directors.

### Sales & Marketing Director: IMS

Oct. 2013 – June 2016

- Innovative Marketing Solutions was a marketing and consultancy agency based in Washington, DC.
- Traveled to Japan to work with the executive team of a large international distilled spirits producer.
- Worked with distillers, producers and executives based in Kentucky, Scotland, Ireland and Chicago to coordinate messaging.

*Additional history available upon request...*

## EDUCATION

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### Masters of Mass Media

Point Park University, Pittsburgh, PA. Year: 2010. GPA: 3.5

### Bachelor of Journalism

West Virginia University, Morgantown, WV. Year: 2007. GPA: 3.75