

CHRISSIE McCLATCHIE

FINE WINE PROFESSIONAL & FREELANCE WRITER

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SKILLS & EXPERIENCE

WINE

° Fine Wine ° Wine

Education ° Wine Tasting

° Sales ° Purchasing

LUXURY TRAVEL

° Yachting ° Private

Aviation ° Real Estate

MARKETING

° Content Creation

° Copywriting

° Website Management

° Digital Marketing

° Proposal Writing

INTRODUCTION

Internationally experienced fine wine and luxury travel industry professional. A confident wine communicator, I have skills in sales, marketing, and content creation. After a decade working in Europe and the Caribbean, I am returning home to Sydney and looking for an opportunity that allows me to share my knowledge and help support your company achieve further success.

EMPLOYMENT

Freelance Wine Professional & Writer, Nice, France

November 2014 - date

Services Include: WSET tutor, fine wine sales & acquisition, wine tours, cellar door, marketing strategy, website management, email campaigns, copywriting, content creation, blogging, press releases, proposal writing, administration support.

Clients include: Fine Wine Works, Château de Bellet, Château de Crémat, International Wine & Spirits Competition, Bespoke Yacht Charter, Boutsen Aviation, Xjets, Private Diamond Club, Superyacht Distribution

Relevance Web Marketing, Nice, France

August 2014 - November 2014

Position: Digital Marketing Manager

Account manager for some of the largest companies in the yachting industry, including Fraser Yachts. Increasing brand awareness and digital exposure via website optimisation, partnership building, press releases, newsletter and content creation. Experienced in SEO, SEM and PPC.

Vins Sans Frontières, Nice, France & St Martin, Caribbean

April 2007 - June 2014

Position: Fine Wine Sales

Fine wine company selling direct to an exclusive client base, the superyacht industry. Primary responsibilities included building and developing client relationships through supplying the highest quality wines to match their guest requirements. I have extensive fine wine buying experience and developed and managed significant relationships with suppliers, including vineyards and distributors, in both France and the rest of the world. Initiatives I undertook included introducing themed wine tastings in such prestigious locations as onboard yachts. I was responsible for the marketing and coordination of all aspects of our Wine and Spirits Education Trust (WSET) courses and as well as for organising the company presence at industry events and trade shows such as the Genoa Charter Show.

LANGUAGES

English - Mother tongue
French - Full professional proficiency

OTHER ACHIEVEMENTS

Pink Lady Food Photographer of the Year 2014 - Highly Commended, Errazuriz Wine Photographer of the Year - Places

Vintage Cellars, Chatswood, Australia

November 2009 - January 2010

Position: Wine Advisor

Duties included selling and promoting wines to the direct consumer, point of sale transactions, in store tastings, replenishing stock over the busy and profitable Christmas period.

Archives, National Museum of American History

Smithsonian Institution, Washington D.C., USA

Dec 2006 - Feb 2007

Position: Archives Assistance (Volunteer)

Primary tasks included digitalizing collections, classification of new acquisitions, documentary research and administrative assistance.

EDUCATION

WSET (Wine and Spirits Education Trust)

Certified Educator Level 1 & 2 Awards in Wines and Spirits
April 2014

Sonoma State University, USA

Wine Business Foundation Certificate
April 2013

WSET (Wine and Spirits Education Trust)

Level 3 Award in Wines & Spirits with Distinction
November 2011

University of Sydney, Australia - B Arts (Languages)

Triple major in French Studies, Medieval Studies and History
March 2000 - November 2005

Graduated with Distinction

Semester Exchange in La Rochelle, France

COMPUTER SKILLS

Advanced

Microsoft Office - Word, Excel (including basic VBA), Powerpoint, Outlook.

Sage Accounts

WordPress

Intermediate

HTML

Adobe: InDesign & Photoshop