

# Olivia Robinson

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Accomplished CPG industry professional with experience in all stages of taking a product concept to market launch and national distribution for both on and off-premise accounts and online sales. Skilled in brand management including category development, marketing, and product innovation.

## EXPERIENCE

**Founder**, Hackamore Energy - New York, NY July 2016 - Present

*Hackamore Energy is a startup that created the first caffeinated alcohol substitute shot marketed to premium, on-premise accounts.*

- Created and launched an innovative product to a highly saturated market, earning placements in over 800 stores in the New York region and \$100k+ in annual sales in first 14 months of operations.
- Designed logos, POS displays, and package design including neck ties for minis and 1L bottle neck cones.
- Pivoted product strategy from on-premise 1L bottles to mini bottles to penetrate off-premise market and compete with established energy drinks. Signed distribution deals with NY Fancy Natural Foods and Sabaca Beverage Group.
- Established e-commerce sales channel through Hackamore website and Amazon, with over \$50k in Amazon sales.
- Executed a product launch event at Sixty Hotel Group to coincide with the opening of their Make Believe rooftop bar. Secured menu placement in alcoholic and non-alcoholic cocktail recipes for first year of opening.
- Partnered with Harold's Meat & Three (Arlo Hotel, NYC) executive chef Harold Moore to develop feature cocktails included on brunch and dinner menus, featured on Huffington Post and in a promotional video on [Liquor.com](http://Liquor.com).
- Managed co-promotion with Bravo TV's *Million Dollar Listings* and Hiro Sake at Marquee Nightclub offering a Moscow Mule variation ("The Million Dollar Mule").
- Produced a promotional video with *The Bachelor* star Danielle Lombard that received 500k views on Instagram and led to sale of entire 1L inventory through Hackamore website.
- Earned press coverage and news features in [Bevnet](#), [Bev Industry](#), [Total Food](#), et al.
- Promoted product at trade shows including the Nightclub & Bar Trade Show in Las Vegas.
- Established philanthropic giving through sponsorships of multiple events including Soul Cycle's "Cycle for Survival", Yoga Works "Housing Works", Live Life Sober with Big Vision, Ocean Blue Project, and Pegasus Therapeutic Riding.

**PR Intern**, The Dr. Oz Show - New York, NY Jan 2016 - June 2016

- Researched and booked talent for future shows based on show topic and theme.

**Marketing Department Intern**, Capital A - London, UK Dec 2012 - May 2013

*Capital A was a niche VIP events company focused on executing events for the London market and Europe.*

- Managed social media and event logistics including bookings, product procurement, design, and installations.

**HR Department Intern**, Eversheds - London, UK Jan 2012 - June 2012

*Eversheds is a global top 15 law firm.*

- Conducted general administrative duties and provided a confidential communications channel for employees.

## EDUCATION

**MS Negotiation & Conflict Resolution**, Columbia University - New York, NY (2020)

**BS Advertising & Marketing Communications**, The Fashion Institute of Technology - New York, NY (2017)

## SKILLS

Windows, Mac OS, Microsoft Office (Word, Excel, PowerPoint), Access, HTML Assistant, InDesign, Photoshop, IRI/Nielsen Syndicated Data

Languages: Native English, conversant French, Italian, and Spanish

## ACTIVITIES & INTERESTS

- Certified Member of the CCF Navy
- Former Captain of Young England Polo Team (U16) in international play and member of UK women's national team prior to move to New York. Current member of Ham Polo Club (London).
- Interests: Golf, Skiing, Cross-Country Skiing, Cooking, Electronic Music