



JAKE NEILSON

Brand Director | Product Innovation

Passionate, creative mind, and crowd pleaser.
Developing consumer insights driven innovation and new products.
Marketing and brand direction creating thriving brands and portfolios.

EXPERIENCE

Widmer Brothers Brewing Brand Manager - 2016 - 2018, Present

Brought back to the brand to reimagine and redefine the future of Widmer Brothers brewing after the merger with ABInBev. Refocusing the brand vision and purpose, giving this 38 year old legendary craft beer brand the momentum and consumer engagement it needs for another three decades of industry dominance. Building out nationally supported new innovation beers for cross over audiences while engaging new consumers through media, PR and digital touch points. Creating new sampling and event best practices for the industry in a COVID consumer culture and retaining market leadership in multiple categories. Focus on the modern digital consumer and the digital content touch points that drive new consumer recruitment, authentic engagement, and brand ambassadorship.

The pH Experiment Co-Founder and Product Manager 2018 - 2020

Leading marketing strategy and brand development for first in industry innovation products. Insights based creation of new drinking occasions and products fueled by consumer feedback. Spearheading the first company work in RTDs, NA products, and industry leading digital direct to consumer platforms and community development of co-creator cohorts.

Salmon Safe Creative Director 2011 – Present

Development, creation and strategic implementation of international creative content and branding. New website and collaborative restoration projects with brewery partners Widmer Brothers Brewing, Redhook Ale Brewery, Deschutes Brewery and Hopworks Urban breweries.

REFERENCES

Brady Walen

General Manager, BCBU Region West, ABInBev
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Lucas Motta

General Manager - Oregon State Beavers
(971) 533-6913
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Dan Kent

CEO - Salmon-Safe Inc.
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SKILLS

Professional TV and media brand representation

Expert in large audience presenting and crowd engagement

Agency and client side digital brand content development and strategy for Fortune 500 social media channels

Marketing Team and Agency Management, digital community development expertise

Digital content and strategy development for NBA, NFL, MLB and MLS partnerships

Professional aptitude in Creative Cloud Suite

Full department budget management up to \$12M in marketing spend annual

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