

AIDEN CARROLL

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EDUCATION

- Wine & Spirit Education Trust**, London, UK **Feb. 2023 - May 2023**
WSET Level 3 Award in Wines - Pass with Distinction
- London School of Economics**, London, UK **Sept. 2021 - Sept. 2022**
Master of Science
Area of Expertise: Economics; quantitative analysis; global wine trade
Dissertation: *Under the Herefordshire sun: Romanticising life and labour in the UK wine industry*
- University of Virginia**, Charlottesville, VA, USA **Aug. 2016 - May 2020**
Bachelor of Science

RELEVANT EXPERIENCE

[Liv-ex](#) **March 2023 - CURRENT**
Account Manager (Americas) // Marketing & Insights Team

- Maintained 85 key accounts as sole account manager of the Americas region, totaling average annual revenue of £903k in subscriptions and £20.3M in trade
- Generated £83.5k in annualised profit as a result of key account upgrades during first six months, representing a 9.2% increase on annual subscription revenue in the Americas region
- Managed brands from local operations to global businesses, investing in long-term strategic partnerships and in turn growing average membership revenue by 28.8% in the region
- Travelled solo to engage clients and prospects in the Americas, representing company at on-trade events and generating average increase in annual revenue of £30,290/trip off the back of strategic conversations with key accounts
- Gathered and analysed consumer insights, testing and in turn implementing new regional marketing strategies that resulted in a 36% increase in click rate on Liv-ex Individual Wine Pages (from 46.5k to 63.3k)
- Built an international network of wine professionals across the UK and the Americas, participating in events such as the [2024 Napa Wine Writers' Symposium](#) as one of 24 writers selected from over 200 global applicants
- Drafted, edited and published 100+ pieces of original wine market analysis via blogs, newsletters and emails
- Interpreted price and critic score data using regression analysis, highlighting insights in sales and marketing reports
- Launched daily content during the 2022 and 2023 Bordeaux En Primeur campaigns, including [2023 Opening Report](#)
- Maintained and expanded LWIN database of 180,000+ unique wines and spirits
- Researched wine producers and merchants in the Americas, continually adding to future prospecting list in Hubspot

[Frome Valley Vineyard](#) **Feb 2022 - CURRENT**
Sales Representative (Part-Time)

- Hosted tastings and represented brand at festivals and trade events in London and around the UK
- Developed in-depth brand knowledge, tailoring sales experience to engage consumers and buyers
- Drafted, edited and published digital advertising and paid search/social assets for the vineyard
- Engaged in regular upkeep and maintenance of the vineyard, including harvest
- Researched and regularly kept up-to-date on trends in the viticultural world for business and marketing

[WWOOF UK](#) **Feb 2022 - Feb 2023**
Marketing, Outreach and Promotions Lead

- Drafted, edited and circulated membership newsletter, reaching over 90,000 unique contacts globally
- Developed, implemented and updated the quarterly marketing plan, leveraging impressions as proof of impact
- Initiated and developed campaigns, taster days, group WWOOFing, educational events and other projects across the UK
- Updated and evaluated online impact, employing SEO and Google Analytics for quantitative metrics
- Managed promotions budget in partnership with Chief Executive Officer

WRITING

Napa Wine Writers' Symposium - [2024 Fellow](#)
Jancis Robinson Wine Writing Contest FINALIST - [Jeanie Falconer](#)
What Somms Are Saying feature - [NAPA Magazine](#), Autumn 2024

MAILING ADDRESS

104A Brick Lane
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