JOHN **CUBELIC**

STORYTELLER, PRODUCER, CHANGE-MAKER

4925 Whitsett Ave, Los Angeles, CA 91607 | johncubelic@gmail.com | 205-612-2284

OBJECTIVE

Dynamic and strategic communications leader with a proven track record in brand storytelling, media relations, and event production. Adept at crafting compelling narratives, securing high-impact press coverage, and fostering strong relationships with stakeholders. Seeking to leverage my expertise in public relations, marketing, and leadership to drive global awareness and engagement for the World Surf League.

EXPERIENCE

Founder | Dread River Distilling Co. I Birmingham, AL | 2015-2024

- Developed all narrative and visual branding materials for the business; story, marks, labels, merchandise, marketing materials, event activations, marketing staff. Produced or coordinated all photo/video content.
- Led media outreach efforts, crafting press releases, securing interviews, and managing press coverage across mainstream and niche media. Spearheaded partnerships with local and national stakeholders to elevate brand recognition and consumer engagement. Acted as primary spokesperson, representing the brand in media appearances, industry events, and strategic partnerships.
- Managed a team of 25+ employees, overseeing operations, marketing, and business development.
- Ran day-to-day operations for an industrial-scale distillery producing multiple spirits products, as well as beer, and a 4,000sqft tasting room and event space, with a full-service bar and kitchen, tours and tastings and a retail merchandise store; 25+ staff in total.
- Identified a white-space opportunity in a fast-growing cultural community to provide not only a new business, but also a new cultural landmark in a rapidly changing city; most recently valued at $10 million.

Stage Manager | Event Resources I New York, NY | 2014

- Nike- Coordinated logistics and on-site execution for major brand activations, ensuring seamless media and guest experiences for Nike Phenom House during 2014 World Cup
- Supported cross-functional teams to enhance brand storytelling and event impact.

Stage Manager | Momentum Worldwide I New York, NY | 2014

- Bentley USA- Assisted in development and production of an elite targeted sales event
- American Express- Managed pre/post-show staging of a Macklemore & Ryan Lewis concert

Events Coordinator | MWW Group I New York, NY | 2013

- New Jersey Economic Development Authority's Stronger than the Storm campaign- Created, developed and managed programs to attract visitors to the Jersey Shore during the recovery from Hurricane Sandy
- Organized day-to-day workflows between the client, internal departments, external production partners and vendors to ensure efficiency in tasks and communication
- Maintained event budgets and invoices within agency and client standards. Subject to frequent Federal audits. required to document all activity due to the experiential nature of the campaign
- Supported simultaneous events on site and strategically managed staffing responsibilities
- Served as a campaign spokesperson in order to increased awareness and meet campaign objectives

Locations Assistant | Weed Road Productions I New York, NY

Winter's Tale (Warner Bros. Entertainment) August 2012 - February 2013

- Scouted, negotiated and booked locations for filming and production needs
- On-site contact for all production elements during filming at designated locations

Assistant to Exec. Producer | 3FOOT7 Ltd. I Wellington, New Zealand

The Hobbit: An Unexpected Journey & There and Back Again (Warner Bros. Pictures) March 2011 - August 2011

- Worked directly with the executive team to support various departments and maintain efficient work streams for a 700+ person crew
- Involved in every facet of film making process; pre-production, talent procurement, negotiation, physical and post production, marketing, distribution and exhibition
- Attended meetings with executive staff to discuss locations, ideas, schedules, cast decisions, shot selection, script amendments, pre- visualization, hair/makeup/wardrobe tests, rehearsals, etc.
- Embedded with 2nd unit on stage and on location to maintain a presence where the EP could not

EDUCATION

2009 | Auburn University | 3.5 GPA

Bachelor of Arts

Mass Communications
Concentration in Radio, Television & Film
Minor in Business
Varsity Football Player at Auburn University
2006-2009

SKILLS & EXPERTISE

- Public Relations & Media Strategy
- Brand Storytelling & Messaging
- Crisis Communications
- Press Release & Speech Writing
- Event & Campaign Management
- Stakeholder & Partnership Engagement
- Leadership & Team Development
- Strong Media Relationships
- Google Suite, Adobe Creative Suite

STRENGTHS

- Strategic, team-oriented, results-driven mindset with a passion for brand storytelling.
- Thrives in fast-paced, high-profile environments with shifting priorities.
- Adept at fostering meaningful relationships with press, partners, and leadership teams.
- Strong analytical skills with a keen eye for emerging cultural and media trends.
- Passion for live sports, action sports, and surf culture.