JOHN **CUBELIC**

STORYTELLER, PRODUCER, CHANGE-MAKER

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OBJECTIVE

Dynamic and entrepreneurial leader with extensive experience in developing and managing successful ventures, including the largest distillery in Alabama, Dread River Distilling Co. My background as a former collegiate athlete, coupled with substantial experience in film and event production, has equipped me with a unique blend of strategic vision, team leadership, and impactful community engagement.

EXPERIENCE

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

- Developed all narrative and visual branding materials for the business; story, marks, labels, merchandise, press releases, media availability, interviews, marketing materials, event activations, marketing staff. Produced or coordinated all photo/video content.
- 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.
- Developed a business plan, pro forma, PPE, sought investors, researched similar businesses, coordinated with attorneys, architects, designers, general contractors, subcontractors, vendors, oversaw all planning, construction, product development and production.
- Coordinated with City of Birmingham, Jefferson County, the State of Alabama to determine partnership and incentive opportunities.
- Run 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.
- Act as CEO and report to Board of Directors, as well as serve as Chief Marketing Officer, developing/maintaining broad and specific
- relationships with accounts, vendors and partners, as well as serving as Director of Sales for all products outside the distillery.

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

- Nike- Implemented and managed event operations for Nike Phenom House during 2014 World Cup
- Tested products to determine ideal branding, marketing and usage with regard to public interface

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 on a crew of over 700 to support various departments and maintain efficient work streams
- 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

HONORS

Varsity Football Player at Auburn University 2006-2009

All-SEC Academic Honor Roll 2006-2010

Greater Birmingham Auburn Club Board Member 2019-Present

STRENGTHS

Innovative	Curious
Adaptable	Open-Minded
Adventurous	Impact-Driven
Diplomatic	Analytical