

MEGAN CABRAL

B.S. BUSINESS '12
B.A. COMMUNICATIONS '12

Is it happy hour yet???

Ask Megan Cabral, Manager of Advertising and Marketing for Temecula Valley Winery Management (TVWM), and you'll get an enthusiastic "yes!"

However, this response is based on more than an association with wine tasting. Cabral loves her job. For her, every hour is *happy* hour.

"This is a dream position for me," she says. "I love the hospitality industry, marketing and interacting with our different companies. Also, I love wine, so it really is the perfect combination."

Her duties include planning, developing and coordinating advertising programs, and producing collateral materials for TVWM and its affiliate companies, Leoness Cellars, Crush & Brew, Stage Ranch and Temecula Catering. She is responsible for brand development, social media marketing and related promotions, press releases, online sales and website management.

Cabral, who continued her education by earning an MBA from University of the Pacific, credits networking as a key to her success. "Networking is everything when it comes to business and career growth," she says. "I met a lot of people during my time at CI that I still keep in contact with, and they have all contributed to me attaining my current position. The advice and mentorship I obtained through these relationships helped me become the businesswoman I am today."

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