

BUSINESS DEVELOPMENT

Professional Summary

Seeking meaningful, part to full-time employment with an organization that could benefit from my professional experience with business development, management, and training business support.

Core Qualifications

- Years of advertising and marketing
- Years of experience developing and maintaining a marketing plan and budget
- Years of experience of staff training and on site coaching
- Maintain great working relationships
- Use out of the box thinking to find solutions to very complex issues
- Years of experience on product development and launch in to the marketplace
- Skilled at design software such as inDesign, Illustrator, Photoshop
- Maintain great attitude in stressful times
- Versatile with various personality types
- Mentoring spirit - love to see others succeed!
- Open mind to change
- Open to learning and continuously improving

Experience

01/2012 to 01/2014

Business Development Company Name - City , State

- Developed start up budget of \$500,000 for new business, corporation
- Collaborated with business partners in design and creation of entire business concept
- Developed logo, menus, designed advertisements, radio spots, flyers, cards, etc. for marketing new business
- Created cost controls
- Interviewed, hired and trained entire staff
- Created and maintained strong regular clientele
- Personal interaction with guests
- Identified and solved areas of concern for guest recovery
- Operations
- Lead in running operations
- Ongoing coaching of staff
- Financial management of business
- Helped create marketing materials to grow business
- Met and maintained all state requirements and regulations
- Food safety regulations and procedures
- Bar liquor license laws and regulations
- Lead management team
- Oversaw payroll and bookkeeping
- Created and maintained social media including ongoing website changes
- Set up and maintained an entertainment schedule, budget and promotional materials
- Implemented employee incentive programs
- Developed and executed guest loyalty programs
- Purchasing Manager
- Maintained weekly inventory
- Oversaw weekly ordering of all food and supplies necessary to run the operations
- Ran weekly meetings with chefs, and partners to strategize and implement new ideas and programs
- Established and maintained cost controls and profit analysis
- Collaborated with national brands to help brand their product with ours
- Teamed up with national brands to promote events with POS materials, giveaways and specials
- Partnered with major suppliers on rebate programs, contract negotiations and identifying cost savings
- Worked with major suppliers to figure plate cost to identify profitable and non profitable items and menu placement

01/1985 to 01/2011

Business Management Company Name - City , State

- Lead management team
- Developed guest loyalty programs
- Developed guest satisfaction procedures
- Developed and implemented policy and procedure manuals
- Created recipe guides and plating procedures for 14 units to maintain consistency
- Created all print and marketing materials
- Created and maintained social media and maintained website changes
- Corporate Trainer
- Lead in training, motivating, and coaching of over 1000 staff members
- Help others to see the potential in themselves
- Help others to take the steps necessary to advance in the company
- Developed training manuals
- Developed job descriptions for every position within the company
- Worked with chefs to create recipes and specials to keep things fresh while maintaining cost controls
- Retail Product Development
- Help develop retail product, packaging and labels
- Helped worked with food processing authorities to establish shelf stability, ingredient and nutritional information for labels
- Helped worked with retailers to establish brand in the market
- Big box stores
- Retail grocers
- Convenient stores
- Met with national buyers to sell products
- Developed promotional and sales programs
- Created POS material
- Presented annual deals and purchase incentives
- Set up co-marketing with national brands
- Participated in product demos
- Took product to national food shows
- Represented product in national cooking competitions

Education

1994

Bachelor of Science : Biology 1994 Graduated UNM - Bachelor of Science Degree with a major in Biology

Professional Affiliations

Juvenile Diabetes Foundation

American Heart Association

Make a Wish Foundation

Skills

Coaching, Cost Controls, Marketing, Point Of Sale, Promotional, Advertising and Marketing, Sales, Business Management, Cooking, Corporate Trainer, Food Processing, Packaging, Plating, Product Demos, Product Development, Retail, Retail Marketing, Sales Programs, Training Manuals, Budget, Business Development, Purchasing, Financial Management, Food Safety, Incentive Programs, Inventory, Operations, Ordering, Payroll, Purchasing, Purchasing Manager, Fundraising, Great Attitude, Illustration, Marketing Plan, Mentoring, Photoshop, Solutions, Staff Training