

Cover Letter

[Hello (tech) World!]

Thank you for taking the time to review my resume, and consider me for this position. While attending college and still undecided on my major, I was presented with an offer to manage a restaurant. I was 19 years old with no idea what I wanted to do, and took the opportunity to learn more about running a business and see if that was the right path for me. I loved what I was doing and was able to learn a great deal in the process.

After finding success after my first year, I decided to continue on and began working towards my new goal of moving up within the company. After running three different locations over four years, I was promoted to District Manager and over saw seven locations. After increasing profits at all 7 locations, and building a dynamic management team I was offered a position as Director of Operations for my owner's other restaurant group. My goal at this point was to become an owner myself, and I continued to learn every aspect of running a business to attain that goal.


Mid 2018 an opportunity presented itself, and an associate of mine wanted to partner up and buy a restaurant together. He would be the investing partner and I would be the operating partner. We purchased the restaurant, rebranded and began building a customer base. Unfortunately the initial financial burden of the restaurant became too much for my partner, and we were forced to sell before we could get things going.


While running the business, I had to take on a number of roles to save costs, one of which was managing the website. Towards the end of our time with the business, I found myself most interested in learning more about how to develop the website. For the first time seeing how it all actually worked. With the restaurant now gone, I started looking into, and being mentored on, the inner workings of the internet. And now I can't stop wanting to know more. As interested as I once was about learning how to run a business, I now find myself digging through the nuances and wanting to know more.


I have zero experience in this world, but a passion to learn more, and see where this next path can take me. Below are links to my website as well as some examples of what I have learned thus far.

Thank you again for your time, I'm excited for the opportunity to join your team!

Shannon DeMarke

907 W Panorama Dr Palatine, IL 60067 

847.791.1868 

shannondawn0816@gmail.com 

Motivated professional skilled at problem resolution with key decision-making ability. Creative problem solver with capacity to implement innovative solutions to improve processes. Experienced in driving revenue and maximizing customer service. Excellent interpersonal and communication skills; able to establish and cultivate strong relationships.

EXPERIENCE

Owner

Brick 14 Pizza

Palatine, IL

November 2018-January 2020

- Purchased and rebranded local restaurant
- Built out and managed P&L statements, cash-flow statements, systems and procedures, inventory and cost standards, lowered costs of goods and increased overall efficiency including managing all aspects of the businesses financials
- Managed all aspects of remodel, including coordinating construction teams and obtaining permits and zoning approvals
- Managed day to day operations, scheduling, labor control, hiring/firing and recruiting, as well as overseeing operations on the floor
- Developed and managed marketing strategy, including restaurant remodel and rebranding, local marketing as well as sponsorships and advertisements
- Managed and updated company website (WordPress)

Director of Operations

Olive Mediterranean Grill

Chicago, IL

September 2014-October 2017

- Create company systems and procedures to optimize operations, set food standards and budgets, decreased food and labor cost by 15%
- Implemented and executed company wide training on service standards and efficiency, increased sales by 9.5% companywide
- Set strategy to lower company costs, implemented maintenance standards and re-negotiated vendor contracts
- Set company policies and operational guidelines

District Manager

Jimmy Johns

Northwest Suburbs

November 2011-September 2014

- Formulate business strategies to ensure long-term success, increased overall profit of 7 locations by 7%
- Lead a team of managers towards effective collaboration and attainment of goals
- Undertook sound financial management to ensure stores are profitable and stay within budget
- Ensured compliance with company's policies and operational guidelines
- Dealt with problems by encouraging creative and practical solutions

General Manager

Jimmy Johns

Barrington, IL

July 2002-November 2011

- Develop annual food and beverage marketing plan and budget; maximized profits by 11%
- Manage payroll and timekeeping processes including completion of new hire and termination forms per company policy
- Procure and maintain store inventory including proper equipment
- Administer hiring process from interview through onboarding / training
- Effectively communicate pertinent information to store staff, e.g., policy changes, daily work flow changes including large orders / last minute order changes
- Organize special events, fundraisers, promotions and sponsorship of community events, increase sales by 26%
- Promote positive working environment and team atmosphere