

KIMBERLY (KIM) BRANN

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BUSINESS UNIT MANAGER

Entrepreneurial and bottom-line driven manager with 10+ years of experience delivering sales and operational excellence with measurable results. Customer-driven location manager with ability to build highly efficient teams and processes that are aligned with overall company strategy. Staff mentor who promotes personal accountability and leads by example while developing strong community image.

Career expertise:

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|---------------------------|---------------------|-----------------------|
| ▪ Customer Service | ▪ Scheduling | ▪ Community Relations |
| ▪ Compliance | ▪ Staff Training | ▪ Event Planning |
| ▪ Operations | ▪ Documentation | ▪ Account Management |
| ▪ Policies and Procedures | ▪ Quality Assurance | ▪ Cross-Selling |
| ▪ Workflow | ▪ Assessments | ▪ P&L Accountability |
| ▪ Human Resources | ▪ Team Productivity | ▪ Cash Handling |

EXPERIENCE SUMMARY

The Avenue Lounge, LLC – Covington, KY

General Manager, 9/2007–9/2010

Recruited to restore profitability to company and revamp business operations structure into more metric-driven accountability.

Top Contributions:

- **Increased gross sales by \$50,000 annually within three years and achieved first company profit** despite adverse economic conditions.
- **Spurred 30% increase in sales** as result of implementation of incentive program to create friendly internal selling competitions among staff.
- **Reduced excess waste by 40%** through staff training and education on reduction measures and financial impacts of waste on company operations.
- **Saved 30% annually by renegotiating vendor contracts** to achieve more favorable pricing terms.
- **Trimmed overhead costs by 40%** by developing more effective staff schedules and achieving reduced inventory carrying costs.
- **Reviewed staffing operations and developed high-performance teams** by removing under-achievers and hiring new, customer-centric staff; trained team on sales, service, efficiency, appearance, and productivity.
- **Instituted first-ever inventory control system** to manage expenditures and product usage.
- **Boosted company visibility in community** by participating in high-profile events and charity fundraisers.
- **Solidified company reputation as strong community leader** by stepping up to host business events.
- **Realigned company business practices and priorities** by creating first-ever business plan to structure financial goals, staff operations, and strategic marketing activities.
- **Cultivated positive workplace environment focused on success and professional development;** actively engaged in succession planning by grooming successor to take over operations.

Keefer's Irish Pub – Covington, KY

Manager, 9/2005–9/2007

Hired on board to solve missing infrastructure component of start-up venture opened by two partners unfamiliar with restaurant operations and marketing strategies.

Top Contributions:

- **Achieved profitability within one year of opening, delivering \$250,000 in annual revenues.**
- **Captured 500% return on investment** on marketing dollars spent to bring in customers; identified and launched key marketing strategies to introduce company to highly competitive marketplace through targeted advertising placements in television, radio, and newspaper outlets.
- **Built entire operational infrastructure** including hiring team members; trained staff, wrote policies and procedures, employee handbook, and mapped out employee professional development.
- **Constructed highly efficient operation;** implemented cost management systems, performance metrics, budget and expenditure monitoring measures, and individual staff performance reviews.

Chez Nora – Covington, KY

Manager, 7/1996–9/2007

Transformed small dining facility into entertainment / dining destination through comprehensive review of operations and market opportunity research.

Top Contributions:

- **Drove revenues up to \$200,000 annually** by launching marketing efforts geared to positioning company as exciting events and banquet venue within community.
- **Eliminated all staff overtime costs** by evaluating schedules and managing employee shifts effectively.
- **Revamped menu to reflect current trends and consumer preferences** to make offerings more desirable.
- **Enhanced company reputation** by selectively improving wine inventory to more quality vintages.
- **Contributed insightful suggestions to distinguish facility from competitors** during development of new banquet facility and rooftop terrace / bar.

EDUCATION | TRAINING

Northern Kentucky University – Highland Heights, KY

Eastern Kentucky University – Richmond, KY

Program coursework in Political Science, Public Administration, Communications

LEADERSHIP | INVOLVEMENT

Event Planner/Host, Carnegie Visual and Performing Arts Center – Covington, KY (2007–2010)

Board Member, Mainstasse Village Association Board of Directors – Covington, KY (2005–2007)