

# KELLY SWISHER

1771 Ringling Boulevard Unit #907, Sarasota, FL 34236 | C: 814.280.1656 | kellypswisher@gmail.com

## Summary

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Customer-centric, team-oriented leader with a verifiable record of consistently exceeding performance goals and expectations. Educational and professional background includes: restaurant operations, sales, marketing, business development and entrepreneur. Aspire to find a career using management skills, creativity and dynamic personality.

## Professional Value Offered

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Management - Employee Development - Marketing Program Development - Corporate Branding & Cultural Change - Start-Up Operations - Outside Sales - Staff Training - Networking - Project Management

## Experience

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**Director of Sales & Marketing** Jul 2012 to Nov 2015

**Home D Pizzeria & Robin Hood Brewing Co. — State College, PA**

- Directed \$4 million dollar expansion project of two restaurants and microbrewery in areas of development, design, construction, marketing & branding.
- Initiated "Just Ask" program that standardized employee training and led to an increase in customer satisfaction.
- Spearheaded the development and implementation of creative marketing and sales plans that led to a 50% increase in overall gross revenue.

**Owner** Mar 2003 to Dec 2013

**Premier Promotions — Lemont, PA**

- Provided models for print ads, trade shows, fashion shows and promotional work.
- Trained and directed staff to market products and services based on clients' needs.
- Handled all aspects of the business including marketing, bookkeeping, staffing and training.

**Sales Representative** Apr 2008 to Jul 2012

**Galliker Dairy Co. — Johnstown, PA**

- Managed portfolio of 350 accounts, which generated over \$6 million in revenue per year.
- Increased distribution of products through promotions, new accounts and expansion of product line.
- Leading Sales Representative in establishing new accounts.

**Dining Room Manager** Jul 2004 to Apr 2008

**The Village at Penn State — State College, PA**

- Conducted daily pre-shift and weekly departmental meetings to ensure organizational efficiency.
- Continually monitored restaurant and took appropriate action to ensure food quality and service standards were consistently met.
- Developed and maintained a staff that provided hospitable, professional service while adhering to policies and business initiatives.

**Regional Marketing, Operations & Training Manager**  
**Hooters Restaurant — State College & Altoona, PA**

Dec 2001 to Jun 2003

- Coordinated new product and merchandise releases.
- Managed corporate customer engagement campaigns.
- Organized on and off-site promotions.
- Trained all new hires and taught responsible alcohol service classes.
- Supervised day to day operations to ensure that the franchise adhered to corporate guidelines.

**Sales Consultant**

Feb 1999 to Feb 2002

**Southern Wine & Spirits — King of Prussia, PA**

- Answered customers' questions regarding products, prices and availability.
- Educated clients, staff, and customers about products through training seminars and other special events.
- Planned and organized routes within territory to maximize efficiency and time in the field.

## Related Job Experience

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- Walt Disney World Co., Orlando, FL - Assistant Supervisor & Management Intern
- Sand's Casino, Atlantic City, NJ - Intern, Room Service and Food Court
- Aramark, Allentown, PA - Dining Room Manager
- K. Pink Distribution, State College, PA - Entrepreneur
- P.J. Harrigan's, Ramada Inn, State College, PA - Dining Room Manager
- Personal Touch Cleaning Co., State College, PA - Entrepreneur

## Community Involvement

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| • BNI (Business Networking International) - President, Event Coordinator                    | • WiNGS - Vice President (women entrepreneur networking group) |
| • Chamber of Business & Industry Centre County  | • Leading Ladies - (women entrepreneur networking group)       |
| • Bridge of Hope Centre County - Board Member, Communications & Development Committee Chair | • Happy Valley Culinary Week - committee member                |
| • Alpha Omicron Pi alumni association   | • Central PA Tasting Trail - committee member                  |
|   | • State College Idol - Judge                                   |

## Education

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**Bachelor of Science, Hotel, Restaurant and Institutional Management**

The Pennsylvania State University — University Park, PA, USA