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# Heather Roulston

4881 W 19th Pl  
Yuma, AZ 85364  
(562) 879-9479  
h\_roulston@live.com

## SKILLS

Competent in MS Office, Proficient at Interpersonal Communication and Project Management

## EXPERIENCE

### **CS & CC DBA Candied Apple Pastry Co., Julian, CA** - *Owner*

NOVEMBER 2014 - JUNE 2019

- Created a new website and tweaked SEO's which increased online traffic and sales inquiries.
- Used google analytics to assist in converting customers from online guests to in person sales.
- Achieved perfect Yelp rating by consistently improving guest experiences.
- Increased sales by 6.5% each year in business by introducing new menu lines, increasing off premise sales, and streamlining workflow.
- Received Business Excellence Award in 2015

### **The Lark, Santa Barbara, CA** - *Server*

AUGUST 2013 - FEBRUARY 2014

- Opened the restaurant which was awarded L.A. Times' top 100 restaurants in the country.

### **Cafe 140 South, Pasadena, CA** - *Assistant Manager*

OCTOBER 2011 - JUNE 2013

- Maintained company culture that increased morale, productivity and efficiency.
- Hired customer service orientated staff to increase customer retention.
- Analyzed daily data in order to meet or beat monthly budgets.
- Designed systems that improved consistency of products.

## EDUCATION

### **LEARN Academy, San Diego, CA** - *Software Developer Certification*

OCTOBER 2021

### **California Polytechnic University, Pomona, CA** - *BS Hospitality Management*

JUNE 2013

### **Santa Barbara City College, Santa Barbara** - *AS Culinary Arts*

JUNE 2010