

JENNIFER C. ENCK

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EXPERIENCE

FINANCIAL SERVICES

Freelance Associate

San Francisco, CA
February 2018 - Present

- Analysis of financial and operational data aiding in the due diligence process for private company acquisitions
- Collaborate with target companies to better understand their business model and opportunities for expansions post-acquisition

FEASTLY

Private Events Sales Development & Operations

San Francisco, CA
June 2017 - Feb 2018

- Doubled private event sales volume (\$70 to \$140K) over the course of 3 months through rigorous process improvement
- Developed and implemented an education program to empower the chef community for all private event planning
- Re-developed product pricing tiers and how menu samples are displayed to customers leading to higher clarity of options and more seamless buying experience
- Improved customer buying experience through website improvements including FAQ and customer browse pages
- Doubled menu sample portfolio through recruiting new chefs to the program and educating on menu expectations
- Collaborated in new product planning for an automated private events inquiry system (to be released end of year)
- Recruit and educate new chefs for the private events program
- New partner venue outreach and negotiation of partnership format and rates

Lead Venue Operations & Management

March 2017 - June 2017

- Developed new systems and processes for venues management, operations, and maintainance
- Created a model to forecast and monitor inventory and supply usage that cut all reactionary spending for venues
- Co-developed a new venue management program to reduce venue operations spend by 50% and provide for a more scalable venue maintenance model
- Developed handbooks for 5 venues in the Bay Area for trouble shooting, maintenance, and operation
- Manage partnership (chef) success through coordination of meals and consultation on marketing and sales strategies

EARLY BIRD TACOS

Sales & Marketing Strategy Advisor

San Francisco, CA
February 2017 - May 2017

- Marketing content and menu display creation for website and signs needed for pop-up and retail events
- Set and implemented direct to customer sales strategy and education
- Analyze customer data to identify opportunities for repeat and referral business
- Implement process improvement and analysis for fulfillment stages and point-of-sale transactions

ESL VOLUNTEER TUTORING & SPANISH STUDIES

ESL Volunteer Tutor & Student

San Francisco, CA
March 2016 - Dec 2017

- Personal ESL tutor to high school students in the Bay area through Refugee Transitions, an immigrant-support nonprofit
- Translator for New Story, San Francisco based nonprofit that utilizes crowdfunding to build low-income housing abroad
- Completed a 3-month intensive language course with an accredited Spanish academy in Madrid, Spain (*ended: November 2016*)
- Achieved advanced conversational Spanish fluency with continued classes in San Francisco

DUCKER WORLDWIDE ADVISORS, LLC.

Sr. Market Research & Advisory Associate

Detroit, MI & San Francisco, CA
January 2013- December 2015

- Multi-faceted role consisting of client management, networking with industry experts, and presenting to senior executives
- Managed projects in developing global market opportunity and growth strategies for B2B corporate and financial clients
- Promoted within first 8 months from Analyst to Associate based on adaptability to new projects and industry sectors
- Sales-oriented research approach including prospecting, cold-calling, networking and building relationships with sector experts
- Frequently met and exceeded interview quotas - requested to train new employees on phone presence
- Highly autonomous role with 8-months working remotely based out of San Francisco

EDUCATION

UNIVERSITY OF GEORGIA, ATHENS, GEORGIA

December 2012

- Bachelor of Business Administration in Marketing
- Emphasis in Environmental Economics & International Business
- GPA 3.64, Deans List, National Society of Collegiate Scholars

Certifications & Skills: JavaScript | CSS | HTML | Advanced Microsoft Excel Modeling & Shortcuts | Advanced Power Point Skills | Financial Modeling Course by Wall Street Prep (August 2014) | SQL Training | Bilingual in Spanish

Hobbies & Interests: Travel | Learning Languages | Teaching English | Tutoring Youth | Yoga | Outdoor Recreation