

Michael D. Schenck  
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**Education:**

**1998**

Associates Degree in Food service Management, Culinary.  
Greenville Technical College (Greenville, SC)  
GPA: 3.5

**2022**

Full Stack Web Development Bootcamp  
Georgia Tech (Atlanta, GA)

**Experience:**

**2020-Present**

Digital Merchandising / UI & Ecommerce Fulfillment, Gourmet Foods International (Atlanta, GA). Maintained daily merchandising and user interface of ecommerce specialty food website [www.gourmetdash.com](http://www.gourmetdash.com) with over 50k monthly visitors. Responsible for the set up and execution of timed event promotions, pricing, product listings and management of all digital assets for the main site as well as multiple mirror sites set up for national retail partners. In 2022, completed rebranding and launch of a new Magento based platform for the B2C ecommerce site as well as the main foodservice site, [www.gfifoods.com](http://www.gfifoods.com), which facilitates orders totaling over \$70m annually. Assisted with complete company wide taxonomy and category assignment in preparation for new site launch. Managed third party fulfillment systems for multiple national ecommerce food distributors including Murray's Cheese (B2C) and US Foods (B2B). Helped lead the new ecommerce department at Gourmet Foods International to 400% growth in revenue over 2 years.

**2016 - 2020**

Owner / Operator of BAG'd (Atlanta,GA). Founded a direct to consumer online grocery and wellness delivery service. Duties include sourcing all products and maintaining all vendor relationships, customer service, marketing including social media, accounting, and supervision of all staff. Designed and deployed WIX platform ecommerce website and maintained all content, digital assets and product listings.

**2008 - 2020**

Owner / Operator of The Turnip Truck of Georgia, LLC (Atlanta, GA). Founded a boutique produce and specialty foodservice delivery company with an emphasis on providing professional distribution services to local farmers and the highest quality products to Atlanta area restaurants. Duties Including: Procurement / purchasing and pricing, daily reconciliation and accounting. Advertising and promotions including social

media marketing, weekly price list and market report publication. Managed all sales and operations on average yearly revenue of 1.5m. over 12 years. In 2015 supervised launch of Magento platform ecommerce website, including site wireframe and design, full product taxonomy and category hierarchy. Managed all web content, digital assets and product listings. Magento super user admin from 2015-2020.

**2005-2008**

Sous Chef / Pastry Chef at Vine Restaurant (Atlanta, GA). Duties including: Supervision of entire kitchen and support staff (3-4 line cooks, 2 prep cooks and dishwasher), ordering and receiving product daily, menu planning, creation and production of all desserts, as well as meat fabrication, all house made pastas, and production of all menu items (all menu items made completely from scratch).

**2003-2005**

Production / Event Chef at Bold American Catering & Fifth Group Restaurants (Atlanta, GA). Duties including: Preparing food items for catered events of 25 - 800 guests (all menu items prepared completely from scratch). Supervision of the execution of catered events, including off site events for individuals and large corporate clients. Supervision of 1 - 6 chef attendants / assistants, and the setup and presentation of elaborate buffet displays and chef attended stations. Also assisted guest celebrity chefs such as Paul Prudhomme and Sara Moulton for demo appearances / charity events.

**2001-2003**

Operations / Warehouse Manager at Guitar Center's Rhythm City (Atlanta, GA). Duties including: Daily bank balance and deposit (accounted for cash/checks totaling from \$8,000 - \$80,000 each day). Completed all employee related paperwork ( ie. i-9, w-4, and new hire / termination). Supervised inventory of 4-5 million in musical instruments and accessories. Supervision of 4-5 warehouse personnel and all incoming and outgoing freight shipments. Duties also included inventory, revolving cycle counts, loss prevention, customer service & employee training.

**Job Related Skills:**

Website Design & Administration  
Marketing & Social Media Management  
Ecommerce Fulfillment Systems  
Management / Supervision  
Purchasing & Inventory Management  
Logistics / Shipping  
Daily Accounting & Deposit  
Human Resources Management  
Spanish Language Proficiency