

## Susan Smith

9999 Main St., Rohnert Park, CA 94928  
999-999-9999 / susansmith99@gmail.com

---

Highly motivated hospitality professional with proven track record of increasing sales through innovative promotions, advertising and marketing **seeks opportunity in event planning**. Over 6 years experience in food/beverage service, with demonstrated ability to build and lead effective teams.

### Strengths

- \* Wine, Beer and Spirits Knowledge
- \* Food and Beverage Staff Training
- \* Vendor Negotiations/Vendor Oversight
- \* Entrepreneurial and Supervisory Experience
- \* Social Media and Internet Marketing
- \* Food Preparation and Menu Planning
- \* Banquet and Catered Event Management
- \* Familiarity With POS systems
- \* Payroll and Light Bookkeeping
- \* Superior People and Communications Skills

---

### Professional Experience

2012–Present, **Owner/Manager/Consultant** *Santa Rosa Pumpkin Patch* Santa Rosa, CA

- Provides operational guidance to seasonal business catering to school groups
  - \* Assumed role as consultant after divesting from business ownership in 2014
- Launched business in 2012 and developed themes and strategies to attract loyal clientele, resulting in first-year revenues of \$80K that grew to \$140K in 2014
  - \* Designed layout of grounds to appeal to youth, resulting in doubling of attendance from 2012 to 2013
  - \* Contacted schools to secure group bookings that ranged from 30 to 200 children
  - \* Developed referral system that boosted attendance and aided school fundraisers
  - \* Created entertainment stations that captivated children, including face painting, petting zoos, pony rides, hayrides, and a corn maze
  - \* Coordinated and oversaw school field trips of grounds, resulting in heightened interactivity and significant referral business from enthusiastic patrons
- Developed marketing campaigns to heighten awareness of Pumpkin Patch
  - \* Wrote radio spots and enlisted radio personalities from *Mix 104.9* and *Froggy 92.9* to broadcast live from grounds, resulting in significant local exposure
  - \* Composed email campaigns that targeted local schools, and managed company web site and social media, resulting in heightened community awareness
- Recruited face painters and other children's entertainers through development of flyer campaign that targeted existing fairs and festivals
- Hired, fired and trained employees, overseeing up to 15 workers at a time
- Managed vendors and negotiated vendor contracts to procure best possible pricing
- Handled all accounts payable and accounts receivable
- Created/managed inventory control system, resulting in (X%) overhead reduction

2014–Present, **Personal Assistant**, *Erin Shallot Catering* Tiburon and Sonoma, CA

- Provides array of services to owner of catering company, enabling her to expand operations from Tiburon to Sonoma County
  - \* Coordinates food vendor deliveries
  - \* Prepares food for catered events that accommodate up to 20 people
  - \* Sets up, hosts and manages special events

2014–Present, **Caterer**, *Lombardi Catering* Petaluma, CA

- Caters for company that arranges special events for up to 1,100 people
- Oversees food operations and the work of up to 15 service employees

2012–2013, **Server/Closing Server** *Marvin's Restaurant* Novato, CA

- Waited on tables and provided counter service for busy breakfast restaurant, grossing an average of \$1.4K per shift
  - \* Promoted to closing server after four months

2009–2012, **Stay-At-Home Mom** Rohnert Park, CA

2008–2009, **Tour Guide**, *Sonoma Country Trail Rides* Sonoma, CA

- Led three horseback tours of Larson Family Winery grounds daily for up to 12 guests, providing commentary on wildlife, area history and winery operations
- Cared for horses, including feeding and maintaining stables

2007–2009, **Server** *The Red Grape* Sonoma, CA

- Waited on tables at popular lunch/dinner eatery, grossing average of \$2K per shift
  - \* Promoted to closing manager after five months
- Trained servers on POS system and proper food and beverage service

2006–2007, **Server/Cocktail Server**, *Towne Restaurant* Manhattan Beach, CA

- Waited on tables in high-volume restaurant, earning average of \$3K per shift
  - \* Promoted to cocktail server after one month
- Set up/maintained Open Table reservation system, resulting in increased bookings

2005–2006, **Server/Promotional Assistant**, *Star Group Management* Hollywood, CA

- Conducted market research, entered data into computer systems, and provided office support for company operating numerous Southern California restaurants
- Waited on tables at company restaurants and nightclubs, including *National* and *The Lincoln Steakhouse*

## Education

Santa Barbara Cosmetology School Graduate

Santa Barbara, CA

Sonoma Valley High School Graduate

Sonoma, CA