

# John Smith

## General Manager/Senior Executive

Results-driven General Manager/Senior Executive with 10+ years of experience in the food and beverage industry. Proven track record of success in increasing revenue, improving customer satisfaction, and reducing costs. Skilled in strategic planning, leadership development, financial management, and marketing management.

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New York, NY 

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## EXPERIENCE

### General Manager Jan 2018 - Present

The Fine Dining Restaurant New York, NY

General Manager responsible for overall strategy, direction, and operations of a high-end restaurant with \$5 million in annual revenue.

- Increased revenue by 15% within the first year by implementing a new marketing strategy and menu engineering
- Improved customer satisfaction ratings by 25% through staff training and process improvements
- Reduced labor costs by 10% by optimizing scheduling and implementing efficient workflows
- Developed and executed a comprehensive business plan, resulting in a 20% increase in profitability

### Senior Operations Manager Jun 2015 - Dec 2017

The Casual Dining Chain Los Angeles, CA

Senior Operations Manager responsible for overseeing daily operations of a casual dining restaurant with \$2 million in annual revenue.

- Increased sales by 12% by implementing a new loyalty program and promotional campaign
- Improved employee retention by 30% through training and development programs
- Maintained high standards of quality, safety, and customer service, resulting in a 95% customer satisfaction rating
- Assisted in the development and implementation of a new menu, resulting in a 15% increase in sales

## PROJECTS

### Marketing Strategy Project Jan 2020 - Jun 2020

Project Lead

Developed and implemented a comprehensive marketing strategy for a new restaurant concept, resulting in a 25% increase in sales within the first six months.

Marketing Automation Software

Social Media Platforms

Data Analytics Tools

## SKILLS

- Strategic Planning
- Leadership Development
- Financial Management
- Marketing Management
- Operational Management
- Team Management
- Customer Service
- Time Management
- Problem-Solving

## LANGUAGES

English Native  
Spanish Fluent

## EDUCATION

### Bachelor of Science in Hospitality Management

Aug 2005 - May 2009

University of Central Florida Orlando, FL  
Hospitality Management 3.5

### Master of Business Administration

Aug 2010 - Dec 2012

DePaul University Chicago, IL  
Business Administration 3.8

## CERTIFICATES

### CHA Certification Jan 2018

American Hotel and Lodging Association  
Certified Hospitality Administrator (CHA) certification

### Food Safety Certification Jun 2015

National Restaurant Association  
Food Safety Certification



## HOBBIES

Cooking

Wine Tasting