



SUMMARY

Results-oriented professional with a proven track record of coordinating and managing projects, teams, and resources. Possesses strong analytical skills, attention to detail, and the ability to thrive in fast-paced environments. Adept at building relationships with stakeholders at all levels, fostering collaboration, and driving strategic initiatives. Demonstrates excellent problem-solving abilities and a commitment to delivering exceptional results. Proficient in Microsoft Word, Excel, public speaking, teamwork, and time management. Excellent in customer service, data entry, communication, and phone etiquette. Fluent in both English and Spanish languages.

SKILLS

- Event planning and execution
- Budgeting and financial management
- Vendor management and contract negotiation
- Team leadership and coordination
- Event marketing and promotion
- Menu knowledge and recommendations
- Customer service and interpersonal skills
- POS systems and cash handling
- Efficient multitasking and time management
- Health and safety regulations
- Inventory management

LEADERSHIP

Rising STARS (Sales Talent Advancement Readiness) Program
October 2020 – June 2021

- A selective group of 7 individuals from various center/regions coming together in preparing for Sales Manager readiness through mentoring and engagement by Microsoft Teams calls every 1st and 3rd of the month. Covering different sections on providing Top Line Revenue, Unify Sales Planning, Forecasting, targeting potential leads through LSM (Local Store Market) just to name a few. Implied many of the given resources to increase sales on a day-to-day basis to reach a percent to budget for the quarter.

NCO's (New Center Openings)

Laredo, Tx February 2020

Waco, Tx March 2022

Tomball, Tx April 2022

Brownsville, Tx May 2022

- Traveled to various cities to facilitate a team of 3+ upcoming event coordinators for a total of 2+ weeks as I prepared them for the grand opening and a week filled of promotional opportunities. Guided the team to use Reserve Cloud to promptly book events, generate leads and take over the phone payments through the portal. Provided proper phone etiquette skills and brochure informational guides to issue on each guest needs. Orchestrated several tabling events, parades, and community outreach as many of the guests were excited for this grand opening in such a small town. Made sure that a relationship with both the company and the community was built to ensure a great experience for everyone to remember.

PROFESSIONAL EXPERIENCE

Lead Event Coordinator

Main Event Entertainment | May 2018 – Present

- Answer high volume of phone calls and emails about birthday parties, corporate outings, and general facility information.
- Tour facility with potential customers to identify the customer's needs and special event services.
- Generate future leads and made sure to follow up on proper cadence.
- Carefully and extensively verify all event contracts and documents necessary prior to the event.
- Forecasted on quarterly budgets, reported a weekly sale roll up to compare prior year numbers to current actual numbers and reflected on losses/shifts.
- Composed a SMERF (Social Military Education Religious Fraternity) Master Plan where certain initiatives and tactics are used to reach a ROI goal of \$50,000 on both Q3 and Q4.
- Develop and communicate with the sales team about monthly promotional roll outs, Guest Satisfaction Indicator (GSI) survey scores and identified potential areas of opportunity.

Head Bartender and Catering Attendant

Main Event Entertainment | April 2013 – May 2018

- Maintained a clean and organized bar area, ensuring efficient workflow and adherence to health and safety regulations.
- Provided outstanding customer service, engaging with patrons, and tailoring drink recommendations based on their preferences.
- Exhibited strong knowledge of the menu, accommodating special dietary needs and making informed recommendations to enhance guest satisfaction.
- Efficiently multitasked in a fast-paced environment, handling multiple tables simultaneously while maintaining accuracy and attention to detail.
- Collaborated with the catering team to ensure a smooth flow of service during events, including coordinating food and beverage delivery and managing guest inquiries.