

Jessica Paramo(Paul)

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Education

Conrad N. Hilton College, University of Houston, Houston, Texas

Masters of Science, Hospitality Management, May 2017

Conrad N. Hilton College, University of Houston, Houston, Texas

Bachelor of Science in Hotel and Restaurant Management, December 2014

Emphasis: Food and Beverage Management, Sales, Catering and Event Management

Employment History

Private Sales and Marketing Manager

Triple Tap Ventures, Houston, Tx August 2021-Current

- Overlook private event and catering sales for 5 different locations (two movie theaters and three restaurants)
- Promptly answer all incoming calls and emails within a 12-hour time span
- Conduct outreach to potential clients through cold calling, cold emailing and market drops.
- Maintain a positive relationship with repeat clients by constant outreach.
- Assists with PR firm to ensure a positive brand awareness for our new and existing locations
- Create successful marketing campaigns for all locations to bring in new and repeat clients for private events and caterings.
- Network at social events to continue brand awareness.
- Work closely with vendors and management team to ensure successful event.
- Conduct tours both on and off site.
- Assisted in creating policies and procedures for new restaurant openings.
- Respond to all guest feedback regarding events and caterings.
- Assisted in opening of three locations.

General Manager/Director of Food and Beverage

Café Sol, Rosharon, Tx Jan 2021-April 2021

- Contracted work in helping of the reopening
- Created budget for grand opening
- Hired and trained new staff
- Created order guides for front and back of house
- Created drink and food recipes
- Set up all vendor accounts
- Created picture perfect plating
- Set up hot schedules and Toast POS

Director of Catering

Molina's Cantina, Houston, Tx Sept. 2018-Jan 2021

- Provides day to day supervision and direction to the Catering Sales Team for 3 locations
- Assist in developing accurate monthly, 90 day forecast development
- Comply with company standards for sales and marketing
- Develop networking opportunities through active participation in community and professional associations
- Development of banquet and outside catering menus and pricing
- Conduct cold calls and LinkedIn messages to potential clients
- Supervise in house and outside catering events
- Negotiate sales contracts with clients and vendors
- Maintain positive relationship with clients and vendors
- Assisted in the opening of a new location

Floor Manager

Bottleneck Management, City Works Restaurant, Fort Worth, TX Sept.2017-Jun. 2018

- Staffing and developing a strong service team for \$3 million in sales
- Booked, reserved and set up in house corporate and social events
- Maintained a beverage cost of 16% for 90 beers on tap
- Maintained a front of house labor cost of 6%
- Adherence to corporate standards and specifications
- Scheduling for 40 teammates
- Building relations with beer and liquor vendors
- Assisted in the opening of this new location

Office/Catering Manager, Floor Supervisor, Marketing Intern

Gringos Mexican Kitchen, Pearland/Stafford, TX Nov.2008-June 2017

- Assisted in staffing and developing a strong service team for \$10 million in sales
- Maintained a front of house labor cost of 8%
- Adherence to corporate standards and specifications
- Monitored accurate account of labor hours and reconciled payroll
- Conducted call backs for all caterings
- Trained and developed catering team
- Maintained a database for current sales and forecasting
- Maintained and developed client database
- Performed door drop offs to potential clients
- Created social media posts
- Increased catering sales by 10% in first period, by organization and performing call backs
- Performed site inspections for off premise caterings
- Lead a catering team
- Created the Office/ Catering Manager Position for 8 locations
- Assisted in the opening of two new locations

Honors and Rewards

The National Society of Collegiate Scholars

Cum Laude

Skills TABC, Proficient in Aloha, HotSchedules, talentReef, Micros, ADP, BevChek,Stratex,Reserve Cloud, Toast, Click2Cater, ZoomInfo, TripleSeat, CaterZen