

Dezmond Barber

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Objective

To obtain a bartending position where I can apply my mixology skills, customer service expertise, and creativity to enhance the guest experience while contributing to the success and atmosphere of a vibrant establishment. I aim to further develop my knowledge in the industry and grow with a company that values innovation and hospitality.

Experience

June 2024 - Present

Fiery Hemp, 2312 Park Avenue, Tustin, CA - *Marketing and Creative Director*

- Spearhead the creation and management of the company website, ensuring a seamless user experience and optimized performance.
- Develop and execute comprehensive social media strategies across multiple platforms, driving engagement and brand visibility.
- Oversee the entire production line, from concept to completion, ensuring the quality and consistency of all products.
- Lead content creation initiatives for the website, marketing materials, and social media, enhancing brand messaging and customer engagement.
- Conduct market research to identify trends and opportunities, positioning the company as a leader in the hemp industry.
- Organized and managed a successful 4/20 event, coordinating location, entertainment, catering, and guest invitations.
- Provide sales support by creating promotional materials for product launches, sales initiatives, and client presentations.
- Engage in strategic planning to drive business growth, aligning marketing and product development with company goals.
- Ensure compliance with legal and industry standards, overseeing product development and packaging to meet regulatory requirements.

August 2021 - November 2021

Sauced BBQ and Spirits, 1410 Locust St, Walnut Creek – *Busser/Food Runner*

November 2021 - June 2023

Sauced BBQ and Spirits, 1410 Locust St, Walnut Creek – *Bartender/Server*

October 2023 - June 2024

Sauced BBQ and Spirits, 1535 W Katella Ave Orange – *Bartender/Server*

June 2024 - Present

Sauced BBQ and Spirits, 1535 W Katella Ave Orange – *Bartender/Server*

- Consistently produced over 60 cocktails and beers per hour during peak service times, exceeding industry standards.
- Provided technical support by troubleshooting Toast equipment to ensure smooth operations.
- Adapted to working in confined spaces and maintained stamina by standing for extended periods.
- Delivered exceptional guest service with strong verbal communication and interpersonal skills.
- Collaborated effectively within a team to create a seamless and enjoyable customer experience.
- Recommended new beers, cocktails, and liquors based on guests' taste preferences and previous drink choices.
- Skilled in preparing garnishes and prepping ingredients to ensure quality and consistency.
- Maintained a secure and accurate cash drawer, ensuring proper handling of all transactions.
- Efficiently prioritized tasks to ensure timely service in a high-volume setting.
- Successfully promoted premium drinks and special offers to enhance customer experience and increase sales.
- Maintained strict adherence to food and beverage safety standards, ensuring a clean and safe work environment.
- Expertly managed multiple tasks simultaneously, from preparing drinks to engaging with guests, maintaining high service standards.
- Consistently delivered high-quality drinks with precise measurements and impeccable presentation.

Achievements:

- Increased restaurant revenue by creating a new cocktail recipe surrounding a sports event. (Walnut Creek location)

July 2017 - April 2019

Pacheco Smog, 5301 Pacheco Blvd - *Technician Assistant*

April 2019 - August 2021

Just Smog It, 3830 Pacheco Blvd - *Front Desk Manager*

- Ensured accurate documentation of vehicle emission information in compliance with California state guidelines.
- Maintained strict adherence to health and safety protocols, overseeing shop sanitation and cleanliness.
- Managed customer service operations, addressing and resolving customer complaints effectively.
- Performed light troubleshooting for in-house issues, ensuring smooth daily operations.
- Delivered exceptional customer service, fostering a welcoming and professional environment for clients.

Education

Graduated June of 2018

Alhambra Senior High School, Martinez - *High School Diploma*

Attended

Diablo Valley College, Pleasant Hill - *Computer Science Major*

Awards

“Top Performance Award”- Pacheco Smog, August 2018.

Skills

- **Microsoft Office Proficiency:** Skilled in using Microsoft Office Suite (Word, Excel, PowerPoint) for various business and administrative tasks.
- **Problem-Solving:** Adept at resolving issues and making decisions in high-pressure situations, ensuring smooth operations.
- **Interpersonal Communication:** Effective communicator within small groups, facilitating collaboration and teamwork.

- **Content Creation:** Experienced in developing engaging content for websites, marketing materials, and social media platforms.
- **Event Management:** Skilled in organizing and managing events, from logistics to execution, ensuring successful outcomes.
- **Market Research:** Proficient in conducting market research to identify trends, opportunities, and strategies for business growth.
- **Strategic Planning:** Strong ability to contribute to strategic business planning, aligning marketing efforts with company objectives.
- **Compliance and Regulatory Knowledge:** Knowledgeable in industry regulations and standards, ensuring product and packaging compliance.

Contacts

Hirmand Askari - Owner of Just Smog It - (916)-802-6422

Sauced BBQ and Spirits (Walnut Creek) - (925) 433-5957

Sauced BBQ and Spirits(Orange) - (714) 639-9104

Sauced BBQ and Spirits(Irvine) - (949) 236-4416