

Education

Lincoln Park High School, Class of 2013

Gustavus Adolphus College — College of Gender, Women and Sexuality Studies '17

Florida Atlantic University - College of Hospitality & Tourism Management '20

Contact Information

Jamari Brooks

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EXPERIENCE

Candleroom, Dallas, TX – General Manager (October 2024 – Current)

- Oversaw all aspects of venue operations, including P&L analysis and financial oversight, ensuring consistent profitability and growth.
- Elevated social media engagement by over 87% within the first month through innovative marketing strategies to enhance both revenue and guest experience. Successfully leveraged relationships within the industry to expand brand visibility, culminating in the venue's highest-grossing New Year's Eve in over 20 years.
- Directed bar operations, including inventory management, ordering, and cocktail development, aligning offerings with industry trends to optimize profitability.
- Spearheaded hiring and training processes, implementing standardized operating procedures (SOPs) and training guidelines to elevate team performance, guest satisfaction and operation efficiency.
- Fostered collaborative relationships with local businesses to create cross-promotional opportunities, driving foot traffic and increasing brand engagement.

Groot Hospitality – Komodo, Dallas, TX – Assistant General Manager (2022)

- Spearheaded the opening of Groot Hospitality's first venue outside of Miami, Florida, achieving \$7 million in sales within the first 5 months. Implemented a brunch buffet concept, resulting in a more than 150% increase in Sunday cover counts and sales.
- Conducted P&L critique and analysis to identify areas of improvement and optimize financial performance. Conducted monthly inventories for FOH and BOH, ensuring accurate stock management. Forecasted weekly sales and labor, providing detailed analysis to guide operational decisions.
- Led the opening of Komodo Lounge with a team of over 20 staff members, overseeing hiring, training, and development. Effectively managed activation nights with sales exceeding \$100,000, while maintaining industry leading service standards.
- Ensured accurate restaurant licensing and health code compliance, maintaining operational standards and regulatory requirements.
- Managed recruiting and onboarding processes for all restaurant positions, ensuring efficient hiring and seamless integration of new employees. Developed position-specific training programs for all FOH staff, contributing to staff development and performance enhancement.
- Responsible for all restaurant ordering (Paper, Dry Goods, Beverage), managed beverage inventories exceeding \$500,000. Effectively managed vendor relationships, maintaining brand mandates while assuring the venue is in line with industry trends.

Perry's Steakhouse, Dallas, TX - Senior Operations Manager (2021)

- Developed and implemented marketing strategies that resulted in a 75% increase in staffing within the first month.
- Oversees all operations, including financial analysis, budgeting, employee development, orientation, and staffing.
- Manages internal and external expectations by communicating issues, problem-solving, conducting meetings and reviews, and building strong relationships with staff, ownership, vendors, and guests.
- Monitored compliance with health and fire regulations concerning food preparation, serving, and building maintenance. Arranged equipment maintenance and repairs, as well as coordinated a variety of other services.

Kitchen + Cocktails, Dallas, TX - Restaurant General Manager (2020)

- Monitored all budgets and directed management in daily duties. Led a full-service staff of 200+ and managed weekly revenue exceeding \$300,000.
- Investigated and resolved complaints regarding food quality, service, or accommodations. Reviewed work procedures and operational challenges to identify opportunities for service, performance, and safety improvements.
- Forecasted food, liquor, wine, and other beverage consumption to anticipate amounts for purchase or requisition. Managed invoices exceeding \$150,000.
- Oversaw all operations: Developed an opening team, managed and successfully passed all city and state inspections, established an employee training program and handbook, hired 150 employees within two months without incentives, implemented marketing strategies to enhance social media presence, and managed opening weekend revenue totaling \$350,000.

Grand Hyatt Dallas- Fort Worth, Dallas, TX. Sales Manager In-Training (2020)

- Proficient in Hyatt's operating systems; Envision, Opera, Reserve, Cvent, Aloha and SpotOn
- Supported Senior Sales Managers in achieving their quarterly and annual goals; 2019 YTD 107% Booked 20k worth of business first month on the job.
- Constructed sales proposals, contracts, and addendums using creativity and group specific elements.

Hyatt Regency Dallas, Dallas, TX - Food & Beverage Manager (2019)

- Managed three full-service restaurants, the bar, in-room dining and the coffee shop at one of Hyatt's largest properties. (1200 rooms with up to 1800 guests on peak nights)
- Oversaw on-boarding, training, coaching, marketing, inventory and scheduling for multiple departments of 150+ employees.

Hyatt Regency Minneapolis, Minneapolis, MN - Food & Beverage Manager (2017)

- Worked as outlets manager, assuring effective and efficient day to day operations in the Restaurant, Bar, In-Room Dining and the Coffee Shop. Managed multiple 200 cover per hour outlets during Super Bowl 52 at the NFL's host hotel.
- Responsible for training, coaching, inventory and scheduling in all outlets. 200+ employees.

Hyatt Regency Dallas, Dallas, TX - Operations Manager (2016)

- Oversaw a stewarding department of 55+ employees, responsible for scheduling, shift planning and providing set up equipment for events as large as 1,500 guests.
- Mentored shift leads and supervisors, responsible for creating housekeeping boards for over 1200 rooms. As well as, collaborating with housekeepers and housemen on their daily rounds.

Hyatt Regency Indianapolis, Indianapolis, IN - Food & Beverage Manager (2014)

Florida Atlantic University
has conferred on
Jamari Brintel Brooks

A certificate of Completion in
Hospitality & Tourism Management

With all the rights and privileges thereunto appertaining.
In Witness whereof, this certificate, duly signed, and with the seal of
the University affixed, has been issued upon the recommendation of

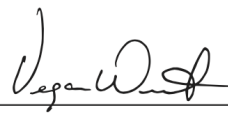
**The Faculty of Executive Education
College of Business**

and has been awarded 15 Contact Hours/1.5 CEUs
presented at Boca Raton, this thirtieth day of April, 2020.



Dr. Daniel M. Gropper, Dean





Vegar Wiik, Executive Director

References:

Keith Spinden, General Manager – Hyatt Regency Lost Pines – 312.287.7904

Dusty Perryman, Director of Human Resources – Hyatt Hotel Corporation - 651.285.6941

Phil Sun, Director of Talent Acquisition – Cultur Link – 952.239.2239