

JACK JEFFERSON
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A versatile and skilled sales/marketing professional with excellent hands-on experience in developing and improving sales for wholesale and retail operations. An assertive manager with outstanding interpersonal, communications, negotiation and people management skills.

EXPERIENCE

Eagle Creek Café, Irvine, California

2006-2007

General Manager

Directed the startup of a new low-carb restaurant concept with 126 seats. Took over day-to-day management, including staffing, training, purchasing, cost control, facilities, maintenance, advertising, customer relations, marketing and menu development. Participated in the concept and design of a low-carb menu.

- Achieved break-even within eight months.
- Staffed and trained an assistant manager as well as 18 servers and kitchen employees in full-service dining.
- Reduced labor and cost of goods sold by 20%.
- Carried out a demographic study that pinpointed the restaurant's market.
- Developed and oversaw a catering program.
- Analyzed and upgraded kitchen equipment.

The Cheesecake Factory, Los Angeles, California

2003-2006

Store Manager, Brentwood & Marina Del Rey

Enrolled in the company's management training program and supervised daily operations at two high-volume stores, each generating more than \$3 million per year.

- Recruited and trained 35 kitchen and serving staff.
- Improved cost control in the Marina Del Rey location by eliminating waste.
- Assisted in a 5% reduction of labor costs through better selection and training of staff.
- Consistently ran low-labor costs throughout seasonal highs and lows.
- Prepared the annual budget for the Brentwood location. This site was consistently in the top five most profitable restaurants in the company.
- Directed the development of two new appetizers that have been adopted throughout the company.

Good Java, Inc., Boulder, Colorado

2002-2003

Sales & Service Representative

Began career as a service technician and was promoted into sales within three months. Developed the Boulder market and mountain communities selling espresso equipment, supplies and coffee to a wide range of hospitality outlets, including restaurants, coffeehouses, hospitals and hotels.

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Good Java, Inc., Continued

- Led company sales of leased equipment and supplies.
- Developed and controlled 50% of the market share in two key territories.
- Implemented a new 30-day trial program, which led to 30% more placements.
- Trained restaurant sales staff in operating, marketing and merchandising coffee products.

EDUCATION

Denver University, Denver, Colorado

Bachelor of Science, Marketing & Management

Other: Restaurant Management Courses at The Cheesecake Factory

Computer Skills: PC/MAC word processing, spreadsheets, databases, Internet, e-mail, PowerPoint, restaurant industry systems and Remanco systems