

**OPERATIONS MANAGER ▪ TEAM LEADER**

Dedicated, highly motivated leader with extensive experience guiding teams and operations to elevated performance levels. Influential manager who motivates employees effectively to build productive, engaged teams that exceed goals and expectations. Innovative strategist with a proven record developing creative solutions and delivering operational excellence. Adaptable self-starter who leverages a positive attitude and dynamic interpersonal skills to drive business development for success.

- Marketing Planning & Strategies
- Client Relationship Management
- Hospitality Industry Operations
- Web Design & Graphic Design
- Retail Management & Marketing
- Business Development Leadership
- Sales & Revenue Growth
- Operations & Project Management
- Brand Positioning
- Marketing Campaigns & Databases
- Team Training & Management
- Strategic Planning
- Organization & Communications
- Purchasing & Budget Management
- Photography & Video Supervision

**PROFESSIONAL EXPERIENCE****THE FLORIDA KEYS VISITOR CENTER (Key Largo, FL)****Manager**

Nov 2022 – present

Interact with thousands of visitors arriving in the Florida Keys each month! Answer questions, provide general information, book hotel rooms, describe various activities, book tours, and gives out thousands of maps and restaurant discount cards as we guide them to activities and restaurants in the areas they are visiting throughout the 106 miles from Key Largo to Key West.

- Employee management to include writing job descriptions, hiring, scheduling, training & guidance, payroll
- Manages all inside sales agents with their retail purchases, tour bookings and hotel reservations
- Created new processes and designed a database to manage and organize the tours we book including the tour details, costs and times, tour companies and departure locations, and the payment processes using Clover and FareHarbor
- Manages all sponsors displaying logos on our map, signs or TV/videos playing in the store, website profile, and brochures
- Created a new sponsorship database, recruitment program and materials, signing up 21 new sponsors
- Design and manage new website with profiles for all services businesses and restaurant sponsors, photos of tours and hotels
- Design marketing brochures, maps, signs, flyers, social media posts and works with outside agencies
- Manages all retail inventory, consignment partners, direct purchase, pricing, profitability, etc.

**KEYS STUFF LLC - Key Island Gear (Key Largo, FL)****Owner**

May 2022 – present

Design, create and sell merchandise; currently sold in stores in Key Largo and Key West. New brand launching October 2024.

**SPORT CONSTRUCTION LLC (Ocean Reef Club, Key Largo, FL)****Office Manager**

Aug 2021 – Aug 2023

Assisted developer with 7 properties under various stages of construction & reorganized last 5 years of finances for 4 businesses.

- Reconciled old and current expenses in 30 bank / credit card accounts for all companies in 4 separate QuickBooks accounts
- Created due to / due from reports, owner contribution / distribution reports as needed for tax preparation with accountant
- Organized chart of accounts, payment schedules, various construction documents, applied for county permits for properties
- Secured quotes for materials, ordered materials and scheduled deliveries for construction foremen for house builds
- Maintained relationships with realtors, construction staff, subcontractors, outside suppliers, interior designers and buyers
- Accounts payables, incoming buyer payments, employee management, payroll, quarterly taxes, various insurances, and audits

**PILOT HOUSE RESTAURANT & MARINA (Key Largo, FL)****Operations & Marketing Manager**

Jul 2020 – May 2021

Led marketing and operations with a focus on profitability, workflow efficiency, and customer satisfaction. Innovated and implemented plans to drive continuous improvements and served as an integral catalyst for sustainable business growth.

- Purchasing manager, reduced Restaurant COGS from 40.3% to 32.8% resulting in savings of \$42,000 in 3 months
- Designed databases for customer mailings, beverage recipes and costs, food costs, and vendor purchasing options
- Managed all marketing, designed weekly email campaigns with an average open rate of 33%
- Designed all social media graphics, newspaper & directory ads, info guide, tourist rack cards, marina rate cards, and menus
- Handled all media including social media, directories, online listings, single platform menus, and oversaw website updates
- Implemented marina price increase plan, established new slip reservation scheduling process for 4 marina employees
- Managed the sponsorship of a national television show and coordinated details / footage with host and video crews

**TECHNOLOGY TOOLS**

Salesforce, Zoho, Siebel, Propertybase ▪ Illustrator, *learning* InDesign, Photoshop, QuarkXPress ▪ Expression Web HTML, Wordpress, ▪ QuickBooks ▪ Mailchimp, Constant Contact ▪ Aloha POS, Revel POS ▪ Publisher, Access, Word, Excel, PowerPoint

## EARLY CAREER

GOLFITO MARINA VILLAGE & RESORT / MARINA BAHIA GOLFITO (Golfito, Costa Rica)

**General Manager, Manager of Marketing & Sales, Sales Manager/Onsite Real Estate Agent**

Held 3 progressive positions, led a team of 33 employees, managed 6 business units/budgets (50-slip giga-yacht marina, fuel station/dock, convenience store, shopping center, real estate development, and two restaurants).

- Collaborated with developers, architects, construction crews, tenants, and contractors in the development from groundbreaking through the completion of a Phase I of multimillion-dollar project
- Wrote 9 marketing plans (marina, store, fuel, restaurant, catering, provisions, residential, and two commercial properties)
- Supervised entire shopping center with 10 leased stores as well as 4 signed leases for future stores in Phase II
- Oversaw all leasing activities and handled property management for retail property
- Calculated real estate sales and profits, reviewed floor plans to identify opportunities for future villas and condominiums
- Prepared presentation materials for \$40M hotel investors, movie theatre operators, shopping center tenants, and restaurants
- Implemented new POS system, Revel, for the Restaurants to improve inventory management
- Designed and maintained websites for Golfito Marina Village, Golfito Shoppes, Paka Paka Beach Bar, and La Playa Restaurant

VANISHING POINT RACE CARS (Telford, PA)

**Director of Sales and Marketing**

Oversaw sales, marketing strategies and operations for NHRA race car builder (and auto parts retailer) with a focus on efficiency, and sustainability. Implemented contracts, policies, and procedures to maximize both revenue growth and operational efficiency.

- Designed new website generating \$4.4M in sales, tripled sales from \$900,000 to \$2.6M in 3 years
- Restructured processes resulting in total race car build production time decrease of 200+ hours
- Streamlined operations by restructuring 3,000 items into 30 categories and 220 product lines
- Improved offerings to grow retail and mail order catalog from 38 pages to 92 pages
- Coordinated PRI Show which generated \$150K in new sales
- Created lead database to track 5,000 prospects/customers, advertising source, match to sales in Quickbooks to determine ROI
- Created kit database tracking 1,400 kits containing 20,000 components, still used by company today
- Designed all social media graphics, magazine advertisements, sales promotions, and 92-page catalog

SKF USA INC. (Lansdale, PA)

**Project Leader, Market Communications Business Automation**

Held 4 progressive positions in the US Market Communications Department of the world's largest bearing manufacturer including Supervisor of Market Services (supervised 3 employees), Services Coordinator, and Administrator.

- Managed corporate sponsorship and 15 trackside hospitality events with NASCAR Winston Cup driver, Jeff Burton, for 3 years
- Coordinated corporate events with 500+ attendees, show car appearances, race ticket distribution, and merchandise program
- Evaluated Siebel CRM system prior to SKF worldwide roll-out and wrote a 75-page business plan
- Designed departmental project management database to manage \$4.5M annual budget, saving \$60,000 in programming
- Managed 6,000 to 12,000 sales leads / campaign response packages from ads and trade shows for 5 divisions annually
- Managed 1M+ pieces of literature and distributed 5,000 to 9,000 orders to sales reps., distributors and customers annually
- Managed service awards and merchandise programs including product selection, marketing brochures and photo shoots
- Corporate event planner (Social Committee, Christmas party, Board of Directors Meeting, US Stockholders Tour of US plants)

## ADDITIONAL EXPERIENCE

JUNEKRAEMER.COM (USA and Costa Rica)

SOUTHERN ZONE REALTORS S.A. (Golfito, Costa Rica)

SUGARHOUSE CASINO / RIVER'S CASINO (Philadelphia, PA)

O'REILLY'S IRISH PUB (Philadelphia, PA)

**Freelance Marketing & Web Design**

**Owner | Realtor**

**Table Games Dealer**

**Marketing | Webmaster | Bartender**

## EDUCATION & CREDENTIALS

Montgomery County Community College (PA), coursework completed towards Associate's Degree

Florida ServSafe Food Safety Manager Certification (FL), expires 11/2025

Spanish School Instituto Estelar Bilingüe (Costa Rica) & Spanish School for Residents & Expats (Costa Rica), Graduate

Schlicher-Kratz Real Estate Institute (PA), Graduate

Center for Innovative Training and Education (PA), Trade School Graduate

Chapel Christian Academy (PA), High School Diploma, Graduate