

Jeanine Baird

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Work Experience

Small Business Owner

Coastal Coffee Roasters - Providence, RI

August 2016 to Present

General Manager

Legal Sea Foods - Chestnut Hill, MA

August 2010 to November 2016

Directed daily restaurant operations, holding P&L accountability. Managed front and back-of-house operations.

Coordinated and scheduled staff. Established attainable goals and objectives for store while maximizing guest satisfaction. Directed sales-analysis, forecasting, reporting, and budgeting activities. Prepared and distributed payroll for up to 50 employees.

- Hired, trained, and developed management team and associates to perform at highest capacity.
- Developed marketing ideas and promotions.
- Cultivated strategic vendor relationships.

Event Sales Manager

Napa Valley Grille - Providence, RI

August 2005 to August 2010

Performed short- and long-term planning and management of catering services. Developed budget and marketing plans & objectives. Evaluated each aspect of catering business to ensure feasibility of business.

Trained, managed, and worked with restaurant staff to solicit, book, plan, and execute catering functions. Collaborated with general management team to ensure quality of events and enhance banquet set-ups. Managed all aspects of event sales including all planning, marketing, servicing, and administrative activities.

- Maintained or exceeded budgeted sales and profits in all catering areas.
- Exceeded budgeted event sales by 250% in one year.
- Developed and implemented effective marketing plans for generating catering revenues.
- Established long-term, value-based client relationships that enabled achievement of restaurant event-sales goals. Cultivated creative and innovative menus based on skills of kitchen staff.

Education

Bachelor of Science in Communication Design

New England Institute of Technology - Warwick, RI

Skills

- Events Management
- Budgeting
- Forecasting
- Strategic Planning
- Event planning
- Customer service
- Negotiation
- Recruiting
- Vendor management
- Leadership
- Sales
- Sales Management
- Management
- Marketing
- Payroll
- Human Resources
- Microsoft Excel

Certifications and Licenses

ServSafe

TIPS Certified