

# Leanne Barenbaum

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## Operations Management & Learning/Development Specialist

<b>Operations Management</b>	<b>Staff Hiring &amp; Training</b>
<b>Business Cost &amp; Analysis</b>	<b>Business Development</b>
<b>Sales &amp; Marketing</b>	<b>Leadership Development</b>
<b>Social Media Marketing</b>	<b>Business &amp; Financial Planning</b>

**Industries:** Hospitality, Family Entertainment, Pet Care,  
Hotel, Non-Profit, Restaurant and Tourism

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### WORK HISTORY

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**Founder, Life Boat Consulting, NJ** (2021- present)

- Conduct workplace culture evaluations to enhance employee satisfaction and productivity by 16%- 23%.
- Create financial strategies that promote revenue growth in alignment with company objectives. Focused on increase in EBITDA to 30% - 40%
- Advise leadership on nurturing positive behaviors and communicating cultural shifts effectively.
- Facilitate 12 – 18 workshops per year and training to build a collaborative and trusting work environment.

**Regional Manager, Thrillz High Flying Adventure Parks** (2023 – 2024)

- Implemented strategic operational plans that enhanced efficiency and profitability leading to a marked increase of 24% in organizational growth.
- Increased productivity by 20% and reduced operational expenses by 15% by streamlining processes.
- Collaborated with cross-functional teams to raise customer satisfaction by establishing service and quality standards, concurrently encouraging a culture reducing staff turnover by 67%.

**Project Manager, Mainland Adventure Park, NJ**

**(2019 to 2020)**

- Recruited and directed a team of 83 in adhering to local and state permit regulations, culminating in timely and cost-efficient project completion.
- Implemented an interactive training program that enhanced guest satisfaction and achieved full safety compliance.
- Developed policies and procedures to maintain sustainable operational functionality, creating 26% - 41% month-over-month growth.
- Marketed new business through 6 social media outlets and community outreach.

**General Manager, Sky Zone Franchise Group, Lakewood, NJ**

**(2015-2023)**

- Led a team of 19 managers and 200 employees to achieve a 95% customer satisfaction rating through effective leadership and operational guidance.
- Orchestrated retail merchandising and ordering processes for enhanced operational efficiency. Increasing sales by 32% and cutting COG's by 21%
- Executed the community-focused "Jump for a Cause" campaign, facilitating regular fundraising efforts for local charities. Resulting in upwards of \$2M.
- Implemented new HR strategies that improved employee retention by 54%, enhancing productivity and reducing operational costs.
- Developed a specialized training program that realized a 15% increase in sales and a 10% boost in associate productivity within a four-month period.
- Surpassed budgeted EBITDA of 18- 32% plus, yearly.
- Oversaw kitchen operations and Serv Safe training for staff, resulting in a 95% customer satisfaction rate and a 15% increase in sales.

**Regional Manager, Best Friends Pet Care, Norwalk, CT**

**(2000-2015)**

- Directed 18 sites in Philadelphia, New Jersey, Washington DC, N.Y.C. Metro, Atlanta, and San Diego and Sacramento, CA.
- I oversaw retail operations across all locations, driving a 41% increase in sales performance.
- Developed and executed training programs that enhanced employee retention by 25% across multiple locations.
- Contributed to the generation of a regional all-time high annual net revenue, reaching \$28MM.
- Drove 11 operations to market in multiple new locations, including Walt Disney World property, Orlando, FL.

- Consistently exceeded sales targets by 28% over a nine-year period, maintaining a high customer satisfaction rate of 97%.
- Improved profitability by 19% through the implementation of process optimization programs, according to profit and loss analyses.

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## EDUCATION

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**Certification, Hotel & Restaurant Management**, Penn Foster  
**Certification, Hospitality & Tourism**, Penn Foster

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## ADDITIONAL EXPERIENCE

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### ➤ Volunteering

**Community Relations Manager**, Neighbors in Need, NJ, **(2012- 2021)**

- Coordinated volunteers to assist with restoration and cleaning out 63 homes directly after Hurricane Sandy
- Initiated gift card collections, amassing upwards of \$16,200, to support displaced families affected by Hurricane Sandy.
- Managed multiple annual campaigns to gather food, hats, and gloves for the homeless community.

**Chairperson**, Best Friends C.A.R.E.S, National, **(2010- 2014)**

- Located and aided displaced animals after natural disasters; tornados in Oklahoma, floods in Colorado and hurricanes NJ/NY.
- Planned yearly fundraising campaigns and food drives to support local animal shelters in across the country.

### ➤ Certifications

**ServSafe Manager**, National Restaurant Association **(2024)**

**TIPS Management**, National Restaurant Association **(2023)**

**CPR, First Aid & AED**, American Red Cross **(2024)**

### ➤ Awards

**Wow Award – Exemplifying Superior Leadership**, Sky Zone **(2022)**

**Regional Manager of the Year**, Best Friends Pet Care **(2015)**

**Guest Service Leader Award**, Sky Zone **(2021)**

