**Nicole M. Schafer** e-mail: [nicoleschafer9@gmail.com](mailto:nicoleschafer9@gmail.com)

4600 Lamont Street 4-205 San Diego, CA 92019 |tel: 310.351.4864

**OBJECTIVE:** To obtain a position utilizing skills in leadership, communication and customer service.

**EDUCATION:** ARIZONA STATE UNIVERSITY*- Bachelor of Arts Degree in Sociology (May 2020)*



**LEADERSHIP EXPERIENCE:**

JusCollege/ Pollen Brand ambassador for Arizona State University (2018-2020)

Member of Archer School for Girls Ambassador Leadership Team (2012-2013)

Co-captain on Archer School for Girls JV Volleyball Team (2010-2012)

Captain on Culver City Club Volleyball Team (2011)



**AWARDS:**

Dean’s list at Arizona State University (Spring 2020)



**SKILLS & LANGUAGES:**

Basic computer knowledge of Microsoft Office 360

8 years’ experience of customer service skills

Advanced knowledge of Aloha, Micros and Open Table Programs

Advanced communication, marketing, event planning and leadership skills

Top VIP host for the leading nightclubs in Scottsdale, AZ



**WORK EXPERIENCE:**

*Teams Enterprises, San Diego*  *Sept 2021- present*

**Brand Ambassador**

* Work with local sales force to recommend opportunities for product placement, merchandising, promotions, delivery and other services
* Develop a productive and effective working relationship with assigned accounts
* Support distribution with effective Point of Sale (branded materials/giveaways)
* Conduct effective promotional efforts that increase trial and consumption of our client’s brands

*Mavericks Oct 2021- Present*

**Server**

* Upsold menu items to increase sales by a minimum of 25%
* Thorough knowledge of menu offerings, including gourmet food, spirits, and wine pairings
* Completed opening and closing checklists
* Followed liquor board regulations to ensure safety guidelines were ethically practiced
* Exceptional interpersonal and team building skills with an aptitude for building rapport

*Pollen/ JusCollege, nationwide*  *Aug 2019 – May 2020, Nov 2021- present*

**Social Media Recruitment Specialist**

* Utilized Instagram platform to identify and recruit key influencers on college campuses
* Enlarged the company’s student community by securing students to fill the Campus Manager position across campuses’ nationwide
* Developed and executed new strategies for sourcing Campus Managers

*Parq, San Diego Aug 2021- Jan 2022*

**Marketing Associate**

* Partnered with a team of associated and management to develop new marketing strategies to draw in clients
* Communicated and managed expectations with clients and found solutions to issues that arise- (exceeding capacity/ lack of communication/ issues with management)
* Thorough knowledge of the venues’ ticket sales, number of guests, and bottle prices • Curated new ideas for creating partnerships with restaurants, brands, influencers

*Wyndham Destinations Jan 2021- April 2021*

**In House Marketing**

* Scheduled 50% of owners to meet with member services to discuss their owner update
* Offered gifts to guest for participating in owner’s update, allocating as necessary
* Partnered with the resort staff to receive arrival sheets of the guests using Journey platform
* Met production standards of 50% owners and 20% non-owners on a monthly basis

*Salt, Glendale Aug 2020 – Jan 2021*

**Server/Bartender/Promo Manager**

* Managed a team of 5 plus promoters/ made their schedule/ was their point of contact for any questions or concerns
* Upsold menu items to increase sales by a minimum of 25%
* Thorough knowledge of menu offerings, including gourmet food, spirits, and wine pairings
* Completed opening and closing checklists
* Followed liquor board regulations to ensure safety guidelines were ethically practiced
* Exceptional interpersonal and team building skills with an aptitude for building rapport

*Evening Entertainment Group, Scottsdale Aug 2018- June 2021*

**Marketing Associate**

* Spearheaded Instagram and snapchat digital marketing campaigns to draw in consumers
* Increased guest volume to direct new consumers into the venue
* Demonstrated the ability to multitask the needs of the guests and management in a high stress environment
* Managed 20+ customers at a booth while keeping them entertained and following all liquor board guidelines

*Varsity Tavern/ Rodeo Ranch, Tempe Oct 2018-– Jan 2020*

**Promoter/Server/Bartender**

* Upsold menu items to increase sales by a minimum of 25%
* Thorough knowledge of menu offerings, including gourmet food, spirits, and wine pairings
* Completed opening and closing checklists
* Followed liquor board regulations to ensure safety guidelines were ethically practiced
* Exceptional interpersonal and team building skills with an aptitude for building rapport

**SKILLS**

* Aloha POS
* Open Table
* Digital Marketing
* Restaurant Server
* Social Media Management
* Communications
* Branding
* Event Planning
* Atmosphere Modeling
* Promotions