

Kelli DeSeelhorst

4141 Noriega St. #1
San Francisco, CA 94122

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(415) 341-2155

PROFILE

Exuberant personality with a welcoming disposition seeks to unite 5+ years hospitality experience with your restaurant as a Food Server or in Management. Bright and articulate with a college degree; learns quickly, communicates clearly, works efficiently, and is available to start immediately.

PROFICIENCIES

Tray, plate and banquet-style food service, table-side entree preparation, hand-written ticket and POS ordering systems, cash handling, bottle service, food and wine knowledge, cocktailing, bartending, bussing, expediting, hostessing, dishwashing, food storage and rotation, and overall restaurant cleanliness.

EXPERIENCE

TRUMPET VINE CATERING, Walnut Creek, CA	5/10 - present
Lead Food Server & Bartender	
Provided event set up and on-site supervision of serving staff for high-end private parties	
PAHLMeyer WINES, Napa, CA	5/05 to 6/10
Banquet Server & Wine Pourer	
Provided superior hospitality to estate guests for both public and private events	
MISSION RANCH RESTAURANT, Carmel, CA	1/01 to 06/01
Food & Cocktail Server	
Provided excellent service at fast-paced, high-volume fine dining resort restaurant	
HOG'S BREATH INN, Carmel, CA	10/99 to 2/01
Food & Cocktail Server	
Provided fast friendly service at destination-driven, high-volume steak house and bar	
LINCOLN COURT, Carmel, CA	1/99 to 9/99
Food Runner & Busser	
Responsible for setting, clearing and serving five course meals in formal 5-star dining French restaurant.	
BILLY QUON'S, Monterey, CA	6/98 to 12/98
Food Server	
Safely served flaming drinks and desserts at fast-paced, high-volume Asian-inspired restaurant	
PAZZO RISTORANTE, Portland, OR	1/98 to 6/98
Food Server & Hostess	
Greeted, seated and served guests at luxury hotel Italian restaurant	
TRIANNON, Portland OR	10/97 to 10/98
Food & Cocktail Server	
Provided table-side meal service and cocktails at traditional fine dining German restaurant	
THAI PEPPER, Ashland, OR	6/95 to 10/96
Food Server & Hostess	
Provided punctual table management and stellar dining experience	
THE GOOD ROOM, Ashland, OR	10/94 to 10/95
Assistant Manager	
Responsible for overall cafe management, food and drink preparations and counter service	

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*Thrives in intense, deadline-driven environments
Natural talent for coordinating logistics and prioritizing competing demands
Fosters teamwork by exercising diplomacy and tact with all levels of personnel
Proven performer with ability to consistently exceed revenue and participation benchmarks*

PROFESSIONAL EXPERIENCE

Marketing, Fundraising & Event Consultant 1993 – present

Numerous corporate, community, arts and mission-based organizations in California, Oregon and Washington

Notable clients: American Heart Association, American Red Cross, Better Business Bureau, Habitat for Humanity, Hewlett Packard, Meals on Wheels, NASCAR, Oregon Shakespeare Festival, Pahlmeyer Wines, Yakima Racks

- Pioneered projects and programs from creation through complete execution: art auctions, galas, a-thons, conferences, product launches, membership campaigns, board retreats, public meetings, private parties, and classroom curriculum
- Prospected and secured donations and sponsorships in sums up to \$50,000; implemented targeted fundraising strategies: corporate sponsorship consulting, benefit event production, major gift stewarding, annual fund appeals, capital campaign initiatives, grant writing, donor cultivation and solicitation
- Recruited, trained, staffed and supervised volunteers and committees for events and educational outreach efforts
- Drafted and designed compelling messaging for printed marketing collateral, press releases, website updates, and social media communities
- Developed and delivered engaging presentations to diverse audiences: schools, businesses, and community groups; served as Educator, Spokesperson, Impresario and Auctioneer
- Managed Razors Edge database of confidential donor, volunteer and participant information

Manager of Events and Corporate Partnerships, 6/10-7/11

Big Brothers Big Sisters of the North Bay, San Rafael, CA

- Managed all aspects of major annual fundraising events: design, direction, planning, timeline, venue and vendor contracting, procuring guest speakers, marketing, recruitment of participants and volunteers, securing sponsorships, donor solicitation and acknowledgment, budget compliance and reporting, onsite coordination, promotion, registration, post-event reporting, and guest feedback
- Cultivated and secured corporate participation and financial support for agency mission through private meetings, workplace presentations and community activities; supported the work of the Corporate Committee and Board of Directors
- Coordinated with Grants Manager on corporate philanthropy opportunities; assisted with proposal preparation and submission

Market Researcher, 2/07-11/09

Applied Research and Evaluation, CSU, Chico

- Administered screening questionnaires to qualify participants for market research projects via phone, email and face-to-face interviews
- Analyzed and interpreted data to communicate actionable results to clients regarding consumer behavior, product launches and program effectiveness

Co-op Manager, 5/05-7/07

Chico Natural Foods, Chico, CA

- Managed retail operations for co-operative grocery store with a staff of 35. Duties included: customer service, office management, front end management, team building, interviews and background checks, new hire paperwork and training, inter-department scheduling, benefits administration, direct supervision, performance reviews, risk mitigation, project control, and crisis resolution
- Primary liaison for all operating units in the resolution of day-to-day administrative and operational issues
- Implemented cross-training methods that decreased staff turnover by 30% during major organizational restructuring
- Increased co-op membership by 20% through development and delivery of Customer Service initiatives
- Co-authored personnel and training manuals in compliance with state and federal employment laws

Sales Account Executive, 7/02-12/04

Chico News & Review, Chico, CA

- Managed all stages of B2B sales cycle for 100+ account base of regional and national clients for weekly newspaper advertising contracts
- Populated CRM database to grow initial book of business by 250% in first twelve months with a renewal rate of 85%; frequently earned "Top Salesperson" commendations

EDUCATION

Certificate of Graphic Design Support Specialist, 2012

City College of San Francisco

Computer competencies: Adobe Creative Suite, Microsoft Office Suite, basic HTML, CSS and CMS

Bachelor of Arts, Psychology, 1994

California State University, Chico

Dual Minor: Business Administration and Management of Human Resources