

# Kelli DeSeelhorst

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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
<b>Lead Food Server &amp; Bartender</b>	
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
<b>Banquet Server &amp; Wine Pourer</b>	
Provided superior hospitality to estate guests for both public and private events	
MISSION RANCH RESTAURANT, Carmel, CA	1/01 to 06/01
<b>Food &amp; Cocktail Server</b>	
Provided excellent service at fast-paced, high-volume fine dining resort restaurant	
HOG'S BREATH INN, Carmel, CA	10/99 to 2/01
<b>Food &amp; Cocktail Server</b>	
Provided fast friendly service at destination-driven, high-volume steak house and bar	
LINCOLN COURT, Carmel, CA	1/99 to 9/99
<b>Food Runner &amp; Busser</b>	
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
<b>Food Server</b>	
Safely served flaming drinks and desserts at fast-paced, high-volume Asian-inspired restaurant	
PAZZO RISTORANTE, Portland, OR	1/98 to 6/98
<b>Food Server &amp; Hostess</b>	
Greeted, seated and served guests at luxury hotel Italian restaurant	
TRIANNON, Portland OR	10/97 to 10/98
<b>Food &amp; Cocktail Server</b>	
Provided table-side meal service and cocktails at traditional fine dining German restaurant	
THAI PEPPER, Ashland, OR	6/95 to 10/96
<b>Food Server &amp; Hostess</b>	
Provided punctual table management and stellar dining experience	
THE GOOD ROOM, Ashland, OR	10/94 to 10/95
<b>Assistant Manager</b>	
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