

# ~ Alexander Castellanos Rojas ~

Kitchen Manager / Restaurant Operator  
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I operated then owned a family taqueria restaurant in Menlo Park named Aguililla Market that was located at 3250 Middlefield Road, Menlo Park 94025. This establishment began as a family operated restaurant. I began learning the ins and outs of that restaurant in October of 1996. In 2011 rent was unexpectedly increased significantly and I choose to explore other options in relocating the restaurant.

The remainder of 2011 and most of 2012 was spent in attempts to relocate the restaurant. Although my efforts to relocate that restaurant have ended, I have gained valuable experience in restaurant design, planning, and trade skill work.

They say a picture is worth a thousand words. There are photos of my restaurant on yelp's webpage to offer an improvisational portfolio of my accomplishments. The photos and reviews will verify my abilities to reinvent and operate an existing establishment that needed a complete restructuring and evolved it into a popular & successful business.

**Web Link: <http://www.yelp.com/biz/augies-latin-kitchen-services-redwood-city>**

Or

**Type in your browser search bar:  
[Augie's Latin Kitchen Services, Redwood City Yelp Review](#)**

*Skills developed over the years are the following and are not limited to what is listed.*

- Employee management experience:
  - ◆ Leading a team effectively and efficiently of 7 employees on a day to day basis and up to 15 employees when serving a catering event.
  - ◆ Naturally developed employee loyalty with my leadership abilities to manage in a positive reinforcement manner.
- Event planning
  - ◆ Client/Executive communications
  - ◆ Catered menu design
  - ◆ Buffet presentation
  - ◆ Table presentation
  - ◆ Florist management
  - ◆ Event rental supply and/or disposables ordering and management
  - ◆ Pro audio & Dj equipment setup and troubleshooting (microphone, mixing board, amps, equalizers, adapters, cable management etc.)
  - ◆ Ambient lighting setup (rope lights, candles, lanterns, extension cords, power strips, cable management, etc.)
- Scheduling and management of labor hours.
- 25 years of customer service experience in retail sales mostly retail food.
- Ordering, receiving, inventory, and troubleshooting problems if they arise
- Loss prevention
- Vendor bill management
- Establishment presentation and upkeep with cleaning schedules
- Management of permits, certifications, & licenses
- Creating managing tools for employees in English and Spanish
  - ◆ Order lists
  - ◆ Prep lists
  - ◆ Monthly, weekly, and daily to do lists

- ◆ Quick reference sheets for kitchen, register, fax, credit/debit card equipment
- ◆ Portion control reference signage
- ◆ Recipe reference binder/signage
- ◆ Menu item price reference (with and without tax)
- ◆ Emergency situation protocols. (Usually this meant calling me if it was a completely random issue; i.e. plumbing issues, equipment breaking, customer complaints, etc.)
- ◆ Signage for a efficient flow of food preparation
- Serve safe certified, and the aspects of managing a kitchen
  - ◆ Kitchen etiquette to avoid cross contamination (bacteria, objects, hygiene)
  - ◆ Kitchen safety etiquette (work shoes, prep gloves, equipment cleaning, high temp gloves, floor mats, etc.)
  - ◆ Employee hygiene (hand washing, acceptable jewelry, hair management, cash handling, etc.)
  - ◆ Food storage (categorizing shelving, dry storage, rotating inventory, prepared food management, freezing prepped food, walk-in freezer and refrigeration management)
  - ◆ Proper storage of paper/disposable products and chemicals related to the restaurant industry.
- Computer skills.
  - ◆ Word
  - ◆ Excel
  - ◆ Illustrator
  - ◆ Photoshop
  - ◆ Mozilla
  - ◆ Most aspects of phone and internet communication
  - ◆ CCTV surveillance digital recording systems
  - ◆ Intermediate IT skills
  - ◆ Hardware installation and troubleshooting
- Culinary skills
  - ◆ 15 years of providing a fresh quality product to the general public.
  - ◆ Natural creativity with flavors
  - ◆ Menu management for freshness
  - ◆ Instinctive food communication:
    - Inventory updates
    - Menu substitutions and/or additions
    - Dietitian customer awareness
  - ◆ Sautee, Grill, Deep Fryer, Wok Stir Fry, Sauces, Griddle, Rotisserie, etc.
  - ◆ Prep (chopping, dicing, mincing)
  - ◆ Presentation
  - ◆ Catering
- Custom hand crafted signage, lighting and furniture design and fabrication

In closing, I had a successful establishment. I enjoy the retail food industry and serving the public.

A simple philosophy I follow is that I do my best and normally the people that work with me tend to do the same. Our common goal at work is to succeed and live a financially stress free life.

Customer references are available upon request.