

Carolyn D. Greer
934 – 70th Avenue – Apt. A
Oakland, CA 94621
(510) 435-0094
thecarolynco@msn.com

<http://www.linkedin.com/pub/carolyn-greer/13/68b/70b>

JOB OBJECTIVE – Seeking an opportunity that will continue to enhance my public relation skills and can also provide a greater presence in the community.

PROFESSIONAL SUMMARY

A highly experienced detail and project oriented professional with proven expertise in Catering and Event Planning and sales of services and customer service. Over 20 years of experience in various phases of food service from commissary to concessions, corporate food programs to television productions.

Organized with management and leadership capabilities

Exemplary verbal communication and public relation skills

Effective problem solver and decision maker with the ability to improvise, perform under time constraints and multitask

Proven ability to work with clients to obtain desired results

SKILLS AND ACCOMPLISHMENTS

Consultant/Project Manager - America To Go, NY, NY - America To Go, specializes in working with Colleges and Universities, to provide a web based portal into the clients internal computer system for ordering Catering Services and food for meetings and special events. This portal streamlines the process of booking, approving and ordering food from local restaurants and caterers for pickup and delivery.

Responsibilities-

Manage a newly launched program in the San Francisco Bay area with future growth to go state wide for a client with over 42,000 employees locally, multiple locations and a \$10,000,000.00 spend for food services annually.

- Research and prospect to potential restaurants or caterers and qualify them to participate in the program and obtain a signed contract.
- Respond to all referrals and specific vendor solicitation requests from the Client, schedule a meeting to explain the program and obtain a signed contract or report back on the findings.
- Obtain all vendor information and legal documents necessary as detailed in the contract.
- Scan documents and provide detailed clarifications for accurate inputting into the ATG system.
- Keep up to date on all of the current city and state laws and regulations surrounding the food service industry including taxation and mandates.

- Keep up with local market trends as it relates to how food is marketed and purchased in volume, by specialty and environmentally green compliance.
- Review menus and written descriptive materials that will appear on the website as well as obtain logos and certificates of insurance.
- Maintain all of the documents in a database and make sure that all licenses and permits and insurance are kept up to date. Once on the site, keep in communication with the Vendor and offer assistance with updates to the menus or changes in status.
- Help to promote the Vendor within the Client's environment by offering opportunities to participate in single food tastings to a specific group or department or offer participation in a larger food show case where they can meet purchasers from many departments from all locations at once. Participate in special events or trade shows hosted by the Client.
- Help Vendors to resolve issues that may be specific to their business whether it be scheduling deliveries, specialty events, custom catering billing, advance deposits or adding additional locations to the site.
- Serve as a liaison between the Client end users and Vendors to resolve issues or complex requests.

Entrepreneur

- Created an award winning full service catering company targeting 10,000 to 100,000 corporate and social events.
- Expert hands on menu planner and food stylist.
- Hire and train all personnel for all areas of food service, based on event size and type.

Consultant

- Established procedures and created employee "how to" manuals for small caterers and restaurants.
- Develop and organize special events for 10 – 2,000 attendees; grand openings, galas, ground breaking ceremonies, wine tours, political campaign fund raisers, forums and concerts.
- Institute school lunch programs according to client nutritional specifications.
- Develop and maintain vendor relationships and secure services for events (video, musicians, D.J., dance floors, floral, props, transportation)
- Provide food services to on location movie and television productions for KGO T.V. and Health Beat.
- Co-produced television segments for a local television program called Health Beat designed to promote healthy cooking and eating for those with hypertension and diabetes with Dr. H. Geoffrey Watson.
- Concessionaire for local Symphonies providing pre performance and intermission foodservice and specialized catered events based on client specifications.
- Contract chef at California Maritime Academy in Vallejo, CA to prepare meals at sea for staff and passengers, PG&E conference center, Golf country clubs and local caterers
- Public Speaker, Educator, lecturing to students regarding "Business Basics, Culinary Industry and Nutrition".
- Established a part time restaurant in a yacht club

- Owned and operated a foodservice commissary to provide a viable work environment for culinary professionals including, bakers, caterers, and small food product manufacturers.

Education

San Francisco State University, San Francisco, California – Event and Meeting Planning Certificate

The University of San Francisco, San Francisco, California – BA English

The Academy of Art College, San Francisco, California – Advertising /graphic design 3years toward BFA

The California Culinary Academy, San Francisco, California - Catering and Garde Manger - Certificates

San Jose State College, San Jose, California - Event Planning

Work History

Consultant – America To Go New York, New York

Sales Associate – Neiman Marcus, Walnut Creek, California

Volunteer – The Musicians Project North Beach, San Francisco, California

Owner - The Carousel, Oakland, California

Owner - Caraland Management, Oakland, California

Partner- Greer and James Catering, Oakland, California

Employment Consultant – General Employment, San Francisco, California

Account Manager – Direct Mail Marketing, San Francisco, California

