

**Hillary Annunziata**  
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## EDUCATION

<b>San Francisco State University</b> <i>Bachelors in Sciences in Hospitality and Tourism Management, May 2016</i> San Francisco, CA	August 2013 – Present
<b>City College of San Francisco</b> San Francisco, CA	August 2012 – May 2013
<b>San Diego State University</b> San Diego, CA	August 2011 – May 2012

**SKILLS** Microsoft Office proficient, POS knowledge, Customer Service, Organization and Multitasking, Photography, Social Media Publishing, Collaboration, Communication and Teamwork, and Marketing

## CERTIFICATIONS

**Tending Bar**  
The San Francisco Bartending Academy  
Bar Basic, San Francisco, CA  
**TIPS (Training Intervention Procedures), Safeserve**  
CVENT Supplier Network  
Delphi New Employee Training

## EXPERIENCE

**VICTORIA'S SECRET**  
San Bruno, CA  
Sales Specialist April 2015 – Present

- ♦ Delivering exceptional, branded customer experiences that have contributed to brand loyalty and sales growth
- ♦ Recognized for contributing to 78% of bra sales transactions during the two week semi-annual sale
- ♦ Noted for consistently meeting and exceeding established goals for sales per hour and average dollar sale
- ♦ Demonstrating knowledge of all positions within the store by efficiently and accurately processing customer transactions and assisting in the maintenance of stock for efficient replenishment

### BUZZBOX BEVERAGES

San Francisco, CA  
Social Media and Marketing Assistant March 2015 – Present

- ♦ Accountable for the development of optimizing social media product marketing and design
- ♦ Creating consistent, compelling visual content and performing brand discovery to outline unique aspects of the business
- ♦ Implementing engagement strategies to address possible leads for increasing clientele

### BAR BASIC

San Francisco, CA  
Student Bartender June 2014 – December 2014

- ♦ Ranked second place preparing 15 perfect mixed drinks in 8 minutes
- ♦ Served highest number of drinks in a single night

## LEADERSHIP/EDUCATIONAL EXPERIENCE

### TASTE OF THE BAY

San Francisco, CA  
Assistant Auction Manager January 2015– Present

- ♦ Participating in all aspects of auction development with a focus on the auction item research and solicitations, event logistics & experience, including vendor relations, sponsorship outreach, and communications

### THE CLUB MANAGERS ASSOCIATION OF AMERICA

**SAN FRANCISCO STATE UNIVERSITY CHAPTER**  
Executive Board Advisor January 2015 – Present

- ♦ Provided and extended the networking opportunities to generate more internships for CMAA members

### THE NATIONAL SOCIETY OF MINORITIES IN HOSPITALITY

**SAN FRANCISCO STATE UNIVERSITY CHAPTER**  
Public Relations and Social Media Director June 2014 – May 2015

- ♦ Created a positive image of the Chapter by publishing articles and new information about chapter activities, while reinforcing the benefits for and values of NSMH through social media and bulletin board updates
- ♦ Increased membership by 40% through event promotion, community outreach, and social media

### THE VISTA ROOM RESTAURANT

San Francisco State University, San Francisco, CA  
Server January 2014 – April 2014

- ♦ Trained to serve food and beverages to guests in timely, efficient manner and provide a quality fine dining experience through consistent professional, friendly, and engaging service
- ♦ Learned to operate POS terminals, obtained an in depth understanding on serving food and attending to custom customer needs, comprehensive knowledge of the menu items, and maintaining the highest level of safety and sanitization

## PROJECTS

### HOSPITALITY SERVICE OPERATION CONSULTING REPORT: THE VISTA ROOM

HTM 531: SERVICES MANAGEMENT, SFSU

Project Leader August 2013 – December 2013

- ♦ Created a descriptive analysis of the client's restaurant, location demographics, and identified a target market
- ♦ Conducted interviews with the client and competitor's management and staff to formulate a competitive analysis
- ♦ Proposed a strategic direction by setting performance standards, measurable by time and interactional components,
- ♦ Collected and analyzed data to evaluate issues in service delivery and operations, and secondary data for guest satisfaction
- ♦ Developed a recommendation by creating a training manual for servers in order to optimize overall service performance