

Robert Escalera
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SUMMARY

Specialize in customer service and operations for high-end clientele
Proficient in all aspects of nightclub, event, and restaurant industries
Instrumental in the success of the country's most lucrative and prominent venues
Ability to maintain professionalism and composure under high stress circumstances

PROFESSIONAL EXPERIENCE

Sunset Beach Shelter Island, NY

Restaurant Manager May 2016- September 2016 (seasonal)

- . Maintain strong floor presence, quality control, and guest satisfaction during operations
- . Train, supervise, and discipline all Front of House staff of 110
- . Payroll and scheduling for all front of house
- . Perform all opening and closing procedures including preshift, inventory control, and cash handling
- . Manage all P & L including food and labor costs, revenue streams, and forecasting
- . Create all training materials, food and bar encyclopedias, opening and closing checklists, and employee manuals
- . Increase restaurant revenue by 28% and reduce labor by 13% to previous year
- . Book and manage all special events

Citizen Beverly Hills, Ca

General Manager November 2016- May 2016

- . Maintain strong floor presence, quality control, and guest satisfaction during operations
- . Interview, hire, train, supervise, and discipline all Front of House staff of 50
- . Payroll and scheduling for all staff
- . Perform all opening and closing procedures including preshift, inventory control, and cash handling
- . Manage all P & L including food and labor costs, revenue streams, and forecasting for \$10,000,000 venue.
- . Create and oversee all programming, marketing and branding opportunities, and outreach programs.

- . Create all training materials, food and bar encyclopedias, and employee manuals
- . Oversee all special events both on and off site

Roku West Hollywood, Ca

General Manager December 2015- November 2016

- . Maintain strong floor presence, quality control, and guest satisfaction during operations
- . Interview, hire, train, supervise, and discipline all Front of House staff of 75
- . Payroll and scheduling for all front of house staff
- . Perform all opening and closing procedures including preshift, inventory control, and cash handling
- . Manage all P & L including food and labor costs, revenue streams, and forecasting for \$12,000,000 venue.
- . Manage all Social Media
- . Responsible for orchestrating all special events both on and off site

Soho House West Hollywood, Ca

Senior Food and Beverage Manager January 2012 - December 2015

- . Maintain strong floor presence, quality control, and guest satisfaction during operations
- . Interview, hire, train, supervise, and discipline all Front of House staff of over 200
- . Payroll and scheduling for all front of house staff
- . Perform all opening and closing procedures including preshift, inventory control, and cash handling
- . Manage all P & L including food and labor costs, revenue streams, and forecasting for \$32,000,000 venue
- . Handle all member relations for this exclusive member's club

STK / Bagatelle West Hollywood, Ca

General Manager January 2011- December 2012

- . Maintain strong floor presence, quality control, and guest satisfaction during operations for both venues
- . Interview, hire, train, supervise, and discipline all Front of House staff including front desk
- . Payroll and scheduling for all front of house staff for both venues
- . Perform all opening and closing procedures including preshift, inventory control, and cash handling for \$20,000,000 venue
- . Effectively generate business by establishing relationships with vendors, event producers, and media outlets
- . Manage all on and off site special events

The Luxe City Center Downtown Los Angeles, Ca

Figoly and FigOly al Fresco

Director of Events (consultant) March 2011- December 2011

- Oversee all aspects of construction and opening new restaurant and event space from

concept to fruition.

- Interview, hire, train, and supervise all front of house staff.
- Book and organize any and all events including staffing, menus, rentals, and billing.
- Handle all scheduling, payroll, and opening and closing procedures for banquets department.
- Successfully booked over \$400,000 worth of events during construction period

The Standard, Hollywood West Hollywood, CA May 2008- March 2011
Smoke & Mirrors

Director of Nightlife/ Lounge General Manager

- Oversee all aspects of renovating and opening new lounge from concept to fruition.
- Interview, hire, train, and supervise all staff including door, security, bar, and waitstaff.
- Oversee all aspects of production and development of events including overall concept, pre/post event press, invite creation, sound/ lighting, and guest list management
- Handle all scheduling, payroll, and opening and closing procedures.
- Successfully obtain monetary and product sponsorship

Poolside General Manager

- Rebranded pool through careful programming and events in order to upgrade clientele.
- Interview, hire, train, and supervise all staff.
- Responsible for booking and managing all in-house special and private events
- Handle all scheduling, payroll, and opening and closing procedures.
- Effectively generate business by establishing relationships with vendors, event producers, and media outlets

Kiss& Fly, Pink Elephant, Cain, Marquee, Socialista, Aer, Lotus, Ten June, New York City, NY ~ Pink Elephant, Cain, Tavern, Star Room, Hamptons, NY ~ Sagamore, Mokai, Rokbar, Raleigh, Mint, Crobar, South Beach, Miami, FL

Promoter/ Event Coordinator 2000-2008

- Book and manage special events
- Promote and market weekly nights in these and other high-profile venues during season
- Act as liaison between celebrity guests and VIP's
- Guest list management

Aspen Restaurant, New York City, NY

Front of House manager/ Consultant for Brier Group 2006-2008

- Establish and enhance client, celebrity, and guest relations
- Oversee hiring and training all front of house staff for all Brier Group venues
- Increase revenue through diligent and efficient scheduling and mapping of dining room
- Work closely with events director to market and run all special events

Crobar NYC, New York City, NY

Promotional Director 2004-2006

- Responsible for hiring and supervising promotional staff

- Programming of different nights, themes, dj's and creative installations.
- Implement ideas from marketing and creative directors
- Conceptualization of advertising, multi-media productions and promotions
- Act as liaison between celebrity clients and VIP's
- Guest list management

Next Model Management

Model 1991-2002

Worked internationally for clients such as Versace, Ralph Lauren, and Emporio Armani among others

EDUCATION

SYRACUSE UNIVERSITY (Syracuse, NY)

- Liberal arts

Fluent in English and Spanish

Proficient in Open Table, Micros, Aloha, and most POS systems

Affiliations

Volunteer Camp Counselor at Zeno Mountain Farm, a camp for people with disabilities

Volunteer at Project Angel Food

References

Steve Lewis Nightlife veteran/ Blackbook writer

Stacy Bowers General Manager, Soho House West Hollywood

Rhonda Van Cooney HR Soho House West Hollywood

Howard Schaeffer National Food and Beverage Director for Standard Hotels

William Halby Director/ Founder at Zeno Mountain Farm

Phone numbers available upon request

Multiple Choice

d 1) Food is served on what side with what hand?
 a) On the left side with the left hand
 b) On the left side with the right hand
 c) On the right side with the left hand
 d) On the right side with the right hand

d 2) Drinks are served on what side with what hand?
 a) On the left side with the left hand
 b) On the left side with the right hand
 c) On the right side with the left hand
 d) On the right side with the right hand

a 3) Food and drinks are removed on what side with what hand?
 a) On the left side with the left hand
 b) On the left side with the right hand
 c) On the right side with the left hand
 d) On the right side with the right hand

a 4) What part of a glass should you handle at all times?
 a) The stem
 b) The widest part of the glass
 c) The top

d 5) When you are setting a dining room how should you set up your tablecloths?
 a) Neatly and evenly across the tables
 b) The creases should all be going in the same directions
 c) The chairs should be centered and gently touching the table cloth
 d) All of the above

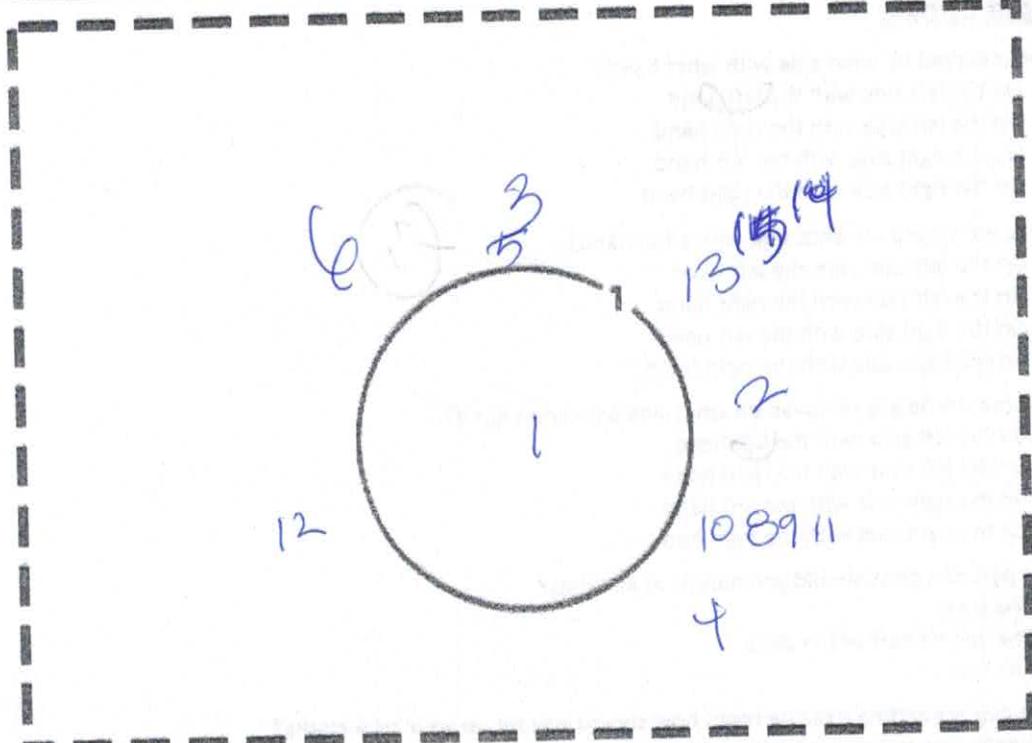
d 6) If you bring the wrong entrée to a guest what should you do?
 a) Go back into the kitchen and patiently wait in line behind the rest of the servers until it's your turn
 b) Inform the guests that you will bring the correct entrée once everyone else in the dinning room is served
 c) Try to convince the guests to eat what you brought them
 d) Go back into the kitchen to the front of the line and inform the expeditor that you need a different entrée

(F3)

Match the Correct Vocabulary

d Scullery
Q Queen Mary
a Chaffing Dish
b French Passing
S Russian Service
F Corkscrew
C Tray Jack

A. Metal buffet device used to keep food warm by heating it over warmed water
 B. Style of service where food is prepared or served individually at the dinner table to fit the customer's specific taste (i.e. providing dressing and pepper for salad or handing out bread to each patron)
 C. Used to hold a large tray on the dining floor
 D. Area for dirty dishware and glasses
 E. Large metal shelving unit for prepared food to be held or for dirty trays to be stored
 F. Used to open bottles of wine
 G. Style of dining in which the courses come out one at a time



Draw a formal place setting containing all of the following:

1. Service Plate	7. Teaspoon	13. Water Glass
2. Salad Plate	8. Soup Spoon	14. Red Wine Glass
3. Bread Plate & Knife	9. Salad Fork	15. White Wine Glass
4. Napkin	10. Dinner Fork	
5. Name Place Card	11. Dessert Fork	
6. Tea/Coffee Cup & Saucer	12. Dinner Knife	

Fill in the Blank

1. The utensils are placed 3 4 inch (es) from the edge of the table.

2. Coffee and Tea service should be accompanied by what extras? Cream, sweeteners or lemon, honey

3. Synchronized service is when: guest are served at same time.

4. What is generally indicated on the name placard other than the name? Table #

5. The Protein on a plate is typically served at what hour on the clock? 6

6. If a guest asks for a specialty dinner (i.e. Gluten-Free or Vegetarian) you should do what immediately? notify kitchen