

JEMMA JOREL LESTER

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detail obsessed designer & wino, writing to make you feel something, making the world a more beautiful place one meal at a time

Director of Operations & Marketing, ABC License Company, San Francisco

April 2012 - Current

- .Brand development, logo design, print materials, managed web-site redesign, made a cohesive aesthetic
- Tested & implemented systems to support scaling, doubled client load yearly, managed office expansion to downtown Oakland
- Developed a beautiful & authentic brand identity, managed website redesign, blog, print materials and social media.
- Developed key relationships with state agency from intake officers to district administration in order to successfully lobby for our clients
- Direct client access with top restaurateurs & hospitality entrepreneurs throughout California – Daniel Patterson, Corey Lee, Dominique Crenn, Mourad Lahlou,,Preeti Mistry, Tanya Holland
- Managed hiring process, designed interviews, successfully hired great talent

Marketing Director & Server, Oro, San Francisco

Sept 2015 - Jan 2016

- Marketing director for James Beard award winning chef Jason Fox
- Using experience as server to understand the unique aspects of this restaurant and expand the physical presence into digital markets
- Help determine the narrative of the restaurant and engage with customers and other businesses to foster a sense of community

Copywriter, Marketer, Brand-Developer, Self-Employed

June 2006 - Current

- Freelance writing and editing of copy for unique small businesses.
- Help clients articulate their stories, what sets them apart, how to sell their brand and to whom.
- Logo design, composition of brand materials, development of marketing strategies.
- Continually learning to identify target markets and creatively identify how to better serve them through visuals and language.

BA, Philosophy, State University of New Paltz, New York

May 2009ay 2009

3.8 GPA - Graduated Cum Laude with a focus on Post- Continental thought, Complex and often unpenetrable,, created a provocative challenge in critical and creative thought.

AA, Tailoring, Fashion Institute of Technology [FIT] New York City

May 2005ay 2005

Apparel design & construction, fine art illustration, context and history of aesthetics.. Context of fashion as a cultural marker.

I'm human too

- Volunteer with Impact Self-Defense 501©3 as instructor and staff coordinator
- Solving interior design problems with ingenuity and elbow grease
- Travel & nature photographer
- Certified Specialist of Wine with Society of Wine Educators
- Blogger at Jemisadventure.com – design, self-care, comedy & wine

References

Carrie Peters – Previous Employer, Liquor License Guru
415-235-3921 / Carrie@ABCLicenseCompany.com

Tim Felkner – Friend & Colleague, Restaurateur
415-948-6090 / Tim@VigilanteHospitality.com

Nader Khouri / Friend, Hospitality Photographer NaderKhouri.com
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