

RELATED EXPERIENCE **Mr. Dennis Consulting, Los Angeles, January 2016 to Present**
Catering and event production for clients within Greater Los Angeles area

Masters of Taste, Los Angeles, March and May 2018
Benefit fundraiser for Union Station Homeless Services

Joe Lewis Company, Los Angeles, March 2016
Buffet dinner event at Hause, Wirth, and Schimmel Gallery

Catering and Event Production Assistant duties:

- Assisted with preparation, setup, decoration, and breakdown of events.
- Assisted in the breakdown of events and programs so that the room space is returned to its original state.
- Ensured that all event areas are properly and completely closed down after closing, including food and beverage items properly secured/disposed of, areas cleaned, equipment shut down, and waste removed according to procedure.
- Assisted with special event coordination.
- Performed cross-functional tasks as part of a team and assisted Event Producer with staff management and training.
- Worked as part of a team to provide safe, hygienic, nutritious, and timely food service for attendees.
- Managed and directed the work of volunteer staff.
- Catering event and vendor management for up to 30 vendors.
- Communicated with vendors to fulfill each vendor's needs for prep and during event.
- Assisted the kitchen in safe and efficient transportation of food from the kitchen to event attendees.
- Ensured that all food leaves the kitchen to spec and arrives at buffet tables in a timely and well-presented manner.
- Notified kitchen and/or Event Producer immediately of any concerns regarding quantities or quality issues of food or food products.
- Served food according to the style, type of operation and to the required standards of catering event.
- Served food to attendees in a professional and courteous manner.
- Provided friendly, efficient and hygienic service to all event attendees.
- Engaged in conversation with guests to understand guest needs.
- Provided support in the preparation, cooking and serving of food and beverages.
- Provided basic mix drinks, cocktail services and bartending.
- Report and/or solve faulty equipment and hazards to Event Producer immediately.

OTHER EXPERIENCE **AD5 Inc. | Brand Design Architects**
Creative Director and Consultant, June 2013 to Present

Creative Director spearheading design, product development, marketing, production, and operations for AD5 Inc. and its brands. Consultant providing services to a portfolio of businesses, including men's and women's apparel, accessories, jewelry, beauty, and health and wellness.

Responsibilities and Services include:

Design:

- Concept development
- Mood boards
- Brand color strategy and general color palettes
- Logo development and artwork
- Typography research and strategy

Sourcing and Product Development:

- Raw material, supplier and manufacturer sourcing
- Textile and trim development
- Packaging and label development
- Fit block and pattern development
- Sample development and fittings
- Tech packs
- Sketches and specifications
- Screen print development
- Textile print development
- Production and manufacturing management

Business Strategy and Planning:

- Business plan development
- Target market and customer research
- Brand positioning and competitive research
- Merchandising and SKU plan
- Pricing strategy and costing

Marketing, Ecommerce and Sales Management:

- Time and action project management
- Website development and management
- Digital marketing and social media strategy
- Social content and asset generation
- Email marketing: Mailchimp
- Trade shows and events
- Art direction and photography
- Line sheets
- Copywriting
- Photo retouching and editing

Bedrock | Conduit Creative Office

Vice President of Design and Product Development, January 2013 to June 2013

Executed men's and women's apparel/accessories design and product development projects for various fashion clients. Clients included: Spiwak, Original Jams Surfwear, and Filson.

Key Responsibilities:

- Built individualized branding platforms for each client/brand.
- Directed team of 8 designers and product developers to execute the needs of each client/brand.
- Researched target market and developed concepts for each brand.
- Consulted President on organizational structure of the company's design, product development, and production teams.

Onassis Clothing

Creative Director, April 2011 to October 2012

Implemented and supervised all global creative aspects in design, product development, marketing, and visual for men's startup brand.

Key Accomplishments:

- Directed team of 20 direct reports in design, merchandising and product development.
- Improved denim business by revamping line with new washes, revised fits, etc. Resulted in 60% comp from 2010 to 2012.
- Launched new categories, i.e. soft accessories: neckwear, knit and woven scarves, braces (suspenders), resulting in 8% of total sales in 2011.
- Achieved 78% total apparel sales comp from 2011 to 2012.
- Regular travel from New York to China, Hong Kong, and Tokyo, alternately every 3-6 weeks.

EDUCATION Bachelor of Fine Arts in Fashion Design
Parsons School of Design, New York
January 1993 to May 1996

Bachelor of Science in Marketing
University of Southern California, Los Angeles
August 1988 to May 1992

SKILLS Adobe Creative Suite
(Photoshop, Illustrator, InDesign)

Microsoft Office
(Word, Excel, PowerPoint)

Social Media Marketing and Advertising
(Instagram, Facebook, Google Ads)

Web Analytics
(Google, Shopify, and Facebook Pixel)

Website and Ecommerce
(Shopify and Wordpress)

Email Marketing
(Mailchimp and Constant Contact)

Photography and Art Direction
(Editorial Campaigns and Product Stills)

USPTO Trademarks and Patents
(Search, Policies and Filing)

LINKS LinkedIn
<https://www.linkedin.com/in/andreu-david-0992858/>

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<http://branddesignarchitects.com>

REFERENCES Dennis Richardson, Event Production Consultant
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Name Andrew David**Servers Test**

Score / 35

Multiple Choice

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

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

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

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

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

6) If you bring the wrong entrée to a guest what should you do?

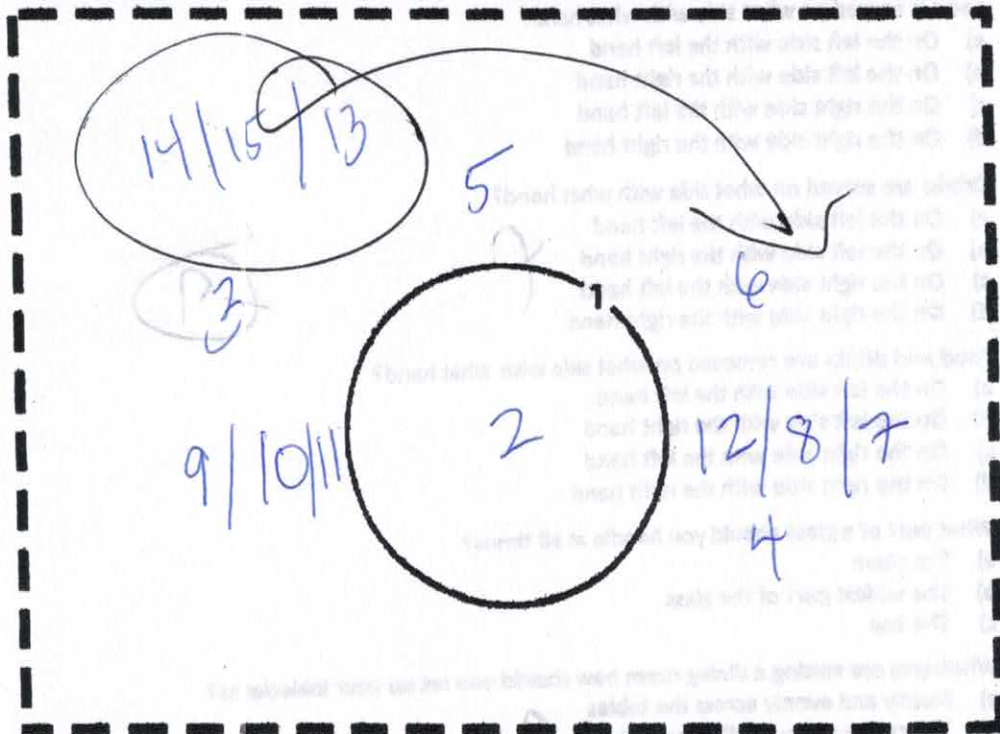
- a) Go back into the kitchen and patiently wait in line behind the rest of the servers until it's your turn
- b) Inform the guests that you will bring the correct entrée once everyone else in the dining room is served
- c) Try to convince the guests to eat what you brought them
- d) Go back into the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

Match the Correct VocabularyD SoufferyA Queen MaryC Cheffing DishB French PassingG Russian ServiceF CorkscrewE Tray JackA Metal buffet device used to keep food warm by heating it over warmed waterB 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 floorD Area for dirty dishware and glassesE Large metal shelving unit for prepared food to be held or for dirty trays to be storedF Used to open bottles of wineG Style of dining in which the courses come out one at a time

Name _____

Servers Test

Score / 35



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

- The utensils are placed 4 inch (es) from the edge of the table.
- Coffee and Tea service should be accompanied by what extras? milk/cream/sugar
- Synchronized service is when: courses meals are served at same time at each table
- What is generally indicated on the name placard other than the name? position or table number
- The Protein on a plate is typically served at what hour on the clock? 8 pm
- If a guest asks for a specialty dinner (i.e. Gluten-Free or Vegetarian) you should do what immediately?
inform the kitchen/chef