

William Wagner
w.aaron.wagner@gmail.com
Santa Monica, CA 90405
424.398.9592

Summary

Professional with 8 years of experience providing personal caregiving services; ten years of results-oriented sales and business development experience; 6 years Fine Dining Restaurant Experience, primarily within Relais & Chateaux Properties, as a server with one year in restaurant management, 5 years' experience in professional recruiting and 3 years' experience in print/promotional marketing and advertising; strong sales and relationship building abilities; and a proven track record of success within local business communities and Fortune 500/1000 companies.

Experience - Restaurant -Dining (1993-2000)

Bistro Med - Santa Barbara, CA

Manager / Server

Began working at Bistro Med as a server always providing extra warmth and attention to each one of my guests. All side work was completed in a timely fashion allowing proper prep time for my section to assist in service which was always above and beyond expectation. Placed orders; upsold menu, spirits and wine always leading the team in sales.

El Encanto Hotel - Santa Barbara, CA

Restaurant Server

Performed all server duties and responsibilities during every shift. Upsold all menu items, always providing details of wines of interest especially when I found their palates to be accustomed to wine, sparkling wine and champagnes with similar characteristics of High-End bottles in our cellar – optimizing sales.

Citronelle Restaurant – Relais & Chateaux' –The Santa Barbara Inn – Santa Barbara

Restaurant Sever/Bartender

Served and assisted my guest with exceptional service, quality of food and wine while they enjoyed stunning views of the Pacific Ocean Sitting above the Santa Barbara Inn Hotel. Renowned Chef Michele Richards cuisine and reputation always assisted in the anticipation of each course. Deserts were also frequently enjoyed course of the meal.

Ex. Chef Michele Richard

The Stonehouse Restaurant – Relais & Chateaux - San Ysidro Ranch - Montecito, Ca

Restaurant Server

All common side work completed prior and after each shift. Including polishing silver, plates and stemware. Offering appetizers paired with aperitifs to settle each guest in at the Stonehouse as they begin the dining experience. Stonehouse is nestled between the Santa Ynez Mountains and the Pacific Ocean, San Ysidro Ranch sits on a lush 550-acre estate surrounded by ancient olive and citrus trees, lavender fields, and seasonal organic gardens. Set inside a 19th century citrus packing house on the grounds of the storied San Ysidro Ranch, the Stonehouse Restaurant, recently named the #1 Restaurant in Santa Barbara by OpenTable exudes the rustic romance of its historic setting. Whether dining indoors by a wood-burning fireplace, outside on an ocean view terrace framed by twinkling lights, or in one of the restaurant's magical private dining areas, guests enjoy imaginative regional cuisine accented by fresh-picked herbs and produce from the chef's organic garden.

Meadowood Resort – Relais & Chateaux - St Helena, CA

The Forum (formerly The Grille)

Restaurant Server

Greeting guests, offering suggestion to each individuals tastes. Upselling spirits and wine while ensuring highest quality of food, service and standards for our guests. Responsible for prepping restaurant, stocking stations, polishing silver and glassware prior to after each shift – always maintain highest sales of all the waitstaff. Used by management to train and assist staff. Breakfast, lunch, and dinner which are showcased with seasonal fare by Executive Chef Alejandro Ayala, who takes inspiration from Meadowood Farm while incorporating ingredients from local proprietors. Wine selections reflect Meadowood's longstanding commitment to honoring talented vintners and colleagues from the Napa Valley and beyond. The weekend brunch is a favorite among locals and features the Meadowood Brunch Cart, inviting guests to engage with mixologists while crafting personalized cocktails tableside to suit their unique tastes and preferences. Forum's daily Golden Hour celebrates the spirit of the outdoors by welcoming guests for an attractive assortment of afternoon drinks and bites—all at an attractive price—in the open air of Forum Lounge.

Danielle's Creperie - Sacramento, CA.

Restaurant Server

Danielle's Creperie is an award-winning restaurant specializing in every variety of crepe and delicious French cuisine. Danielle's Creperie has been in business since 1984. They have been an A-List finalist for five years running for Best French Restaurant.

Embassy Suites Hotel - Napa Valley

Restaurant Server

Centered in the heart of Northern California's renowned Napa and Sonoma wine country, Embassy Suites By Hilton Hotel Napa Valley offers spacious two-room accommodations and a variety of on-site amenities. This inviting hotel is perfect for both wine enthusiasts and those seeking a relaxing getaway, providing easy access to the area's top attractions.

Certified Nursing Assistant - Caregiver - Elder Buds/Self Torrance, CA

2015 – 2024

Provide Caregiving, Transporting and CNA services for elderly, disabled and disadvantaged. Including home, clinical, hospital, nursing environments and hospice services.

Continued Caregiving Services to a client who transferred from homecare to a skilled nursing facility.

Patient Transporter responsibilities included positioning, transferring and transporting patient/s to and from various departments within Marycrest, and outside Dr. Appointment, by wheelchair, walker, bed, including, lifting, turning, transferring and repositioning patients requiring moderate to total assistance. Assisted in additional transport outside of home by way of personal vehicle and Ambulatory transport service while working within Marycrest along with clerical duties for the transport function. Other role requirements included equipment maintenance and cleaning or disinfection. My transporting services were utilized with all my patients throughout my healthcare career.

- Dressing Assistance
- Toileting
- Personal Hygiene
- Medication Reminder
- Monitoring Blood Pressure & Saturation Levels
- Transport & Transferring
- Equipment Maintenance & Cleaning
- Ambulation and Exercise
- Cueing and Supervision
- Meal Preparation
- Housekeeping
- Transportation
- Shopping/Errands/Appointments
- Provide clerical support and reception support

- Mary Crest Manor Skilled Nursing Facilities

(worked as a personal caregiver within Mary Crest Manor)

2009 – 2011 Student - Santa Monica College - General Education

Recondigen, Consultant Inc.

2004-2007

Recondigen is a financial software and payroll services referral company, for the entertainment and media industry, who introduces software development companies to payroll service providers for the potential development and implementation of financial software.

- Provided part time consulting services to Recondigen's business development department working as a liaison between Recondigen and Recondigen's clients ensuring both party's business expectations were being fulfilled.

The Primus Advertising Group (Crystal Clear Advertising- below) Phoenix, Arizona

2002-2005

Manager

(Las Vegas, Nevada)

The Primus Advertising Group and Crystal-Clear Advertising were part of a large conglomerate of global sports, restaurant and entertainment Marketing and Advertising companies who provided print and promotional direct marketing campaigns for clients ranging from small business to the Fortune 500; the NBA and NHL, as well as The Major League Baseball Association. These

direct marketing campaigns were brought straight to the consumer resulting in face-to-face sales. This form of direct marketing provided customers with free and discounted services, while ensuring repeat business and free Marketing and Advertising to the client.

- Managed all day-to-day operations of the company.
- Managed a staff of 25 to 40 individuals, which included Administration, the Account Marketing Director; Accounting Personnel; Sales Managers/Account Managers and the distributors.
- Daily meetings with the Account Managers and Sales Managers regarding their individual and team production; sales training; and the individual development of each person on their team.
- BI-weekly meetings with the Account Marketing Director (AMD) regarding current client campaigns; production goals; the development of campaigns for new clients; and strategizing on the geo-graphics for each client's promotion.
- Placed a priority on daily recruiting through internet job boards; newspaper ad placement and referrals; ensuring each person working with our company would properly represent our clients while possessing a high personal standard of work ethic, moral character and goal-oriented mentality.

Sales Marketing Manager/Assistant Manager Crystal Clear Advertising (Phoenix, Arizona) (2002 - 2004)

Focused on sales production while learning the fundamentals of print and promotional direct marketing and advertising. Began managing client accounts while teaching and training company staff; resulting in assisting management of all day-to-day operations.

- Responsible for business-to-business, residential, commercial and retail promotional sales.
- Assisted in hiring, training and developing the sales staff specifically in direct marketing's approach to the face-to-face sale.
- Personally, managed teams of 5 to 35 people and assisted in managing 30 to 80.
- Managed the M&A campaigns for multiple clients including the promotion for the 2003/04 Grand opening of the (National Hockey League's), Phoenix Coyotes stadium in Glendale, Arizona.
- Continuously worked side by side with the manager implementing strategies to further the company's development.
- Personally, responsible for hiring, training and developing sales staff which was recognized as the number one sales production team in the United States during 2003.

Sales and Business Development - Empell Inc. (Subsidiary of SDS) 2001-2002

Empell is a next generation provider of precision software and Internet services for Human Resource and Recruiting Professionals.

- Responsible for creating software scope, defining requirements and management of day-to-day operations.
- Forged technology and strategic partnerships with both private and public companies; negotiated with executive and 'C' level participants.
- Successfully pre-sold Empell's software and established Fortune 500/1000 companies as Beta customers.
- Formed elite Advisory Board, containing CEO's of currently listed public companies (NASDAQ), current CEO's in the electronic recruiting industry, and former founders and executives of 400M Corporations.
- Assisted in Raising Series A funding of \$1.5 million dollars through Venture Capital and Private Placement.

Sales and IT Staffing, SDS Inc. Los Angeles CA,

2000 - 2002

Successfully established the professional IT consulting organization with SDS. This business unit is responsible for providing business to business IT and application development services to Fortune 500/1000 companies.

- Recruited, organized and trained a sales team of five that has placed over \$2 million dollars in salaries and consulting service in two years.
- Assisted in management, trained and mentored sales staff, and recruiters, in both Northern and Southern California offices.
- Created and leveraged referral programs to obtain strategic partners, new accounts and forged relationships with 'C' level executives.
- Negotiated and established relationships with Human Resource Vice Presidents, Hiring Managers and Third-party recruiters. Have successfully established a list of strong cliental, including ABC, Walt Disney Corporation, Boeing Capital, Havas Interactive, The Capital Group and Smart and Final, amongst others.

Familiar with staffing contract and permanent employees.

Sales & Marketing, Spiderside Web Productions, Santa Barbara, CA.

1999-2000

- Developed business-to-business sales, marketing and promotional strategies, which resulted in a 300% gross revenue increase to the company.
- Part of a team who developed an M&A strategy, which positioned the company to be acquired by Telecom Wireless: A Telephone and Communications company.
- Hired, trained and developed sales department.
- One of four individuals to design and implement Santa Barbara Today promotional campaign: increasing web traffic to 150,000 visitors per month.
- Sold business to business IT consulting services encompassing application development, ecommerce, database development and web related marketing tools.

Education

EMT	UCLA – Prehospital Care	2020
Associate's Degree	Liberal Arts & Humanities ~ Santa Monica College	2019
EKG Technician	National CET Certification – Los Angeles Career College; Northridge, CA. License # M7R7W2T6	2000 - Current
Certified Nursing Assistant –CNA	License # 01167288	2021
	Critical Care Training Center; North Hollywood, CA.	

BLS/CPR & AED American Heart Association, Beverly Hills, CA Valid - Current

FIRST AID AHA Heart Saver First Aid Program, Beverly Hills, CA. Valid - Current

Other

POS Systems, Strong computer skills including all commonly used business software.

Prior Certification's

Advanced Life Saving/Lifeguard, Personal and Public Safety. Lifeguard for Parks & Recreation, Napa, CA.