

# Alejandro Diego

## Senior Restaurant Management

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Profitability-conscious Restaurant Manager, acknowledged for delivering over-the-top customer service. Trust-builder who empowers staff, create a guest-friendly environment with positive revenue growth.

- ◆ **Cost Reductions** – Reduced annual food and beverage costs by 8 to 10% by restructuring pricing and labeling in computer system to a more user-friendly version.
- ◆ **Inventory Management** – Weeded out slow moving inventory and retained faster moving inventory to improve price negotiations. ~ Susie's Bistro
- ◆ **Customer Experience** – Accelerated Susie's Bistro Trip Advisor ranking from #88 to #15 by generating all positive reviews from customers in a six-month period.
- ◆ **Wine Expertise** – Passed entry-level Sommelier exam while at Surf and Turfin' to discover distinctive elements about wines and specific characteristics of grapes to offer proper wine service to guests.
- ◆ **Employee Retention** – Slashed employee turnover and cut training dollars by designing a positive work environment with a harassment-free setting for both the front of the house and the back of the house teams. ~ Susie's Bistro and Red Plum

### Key Strengths

- ◆ Restaurant Management
- ◆ Revenue Growth
- ◆ Cost Management
- ◆ Staff Recruiting
- ◆ Hospitality Management
- ◆ Guest Relations
- ◆ Quality Control Management
- ◆ Vendor Relations
- ◆ Inventory Management
- ◆ Profit & Loss Management
- ◆ Staff Training & Development
- ◆ Catering Operations
- ◆ Food & Beverage Operations
- ◆ Special Events Coordination

## Professional Experience

SUSIE'S BISTRO, Saint Louis, MO

2011–2012

### General Manager

Joined new ownership of upscale casual restaurant to assist in overcoming negative reputation issues generated by the prior ownership.

- ◆ Expanded and maintained a loyal guest base and improved the restaurant's overall labor and liquor costs through restructuring the POS tracking and implementing proper ordering.
- ◆ Boosted revenue by 20% over prior year by properly booking guest reservations to maximize dining room space potential.
- ◆ Rebuilt guest rapport by direct contact with all patrons and responding rapidly to defuse any issues, resulting in exceptional guest satisfaction.
- ◆ Launched community-focused involvement campaign to improve the restaurant image through increased participation in fundraisers and hosting charity wine events.
- ◆ Encouraged purchase of local products to foster vendor ties and cultivate word of mouth referrals.

CHOTCHKIES, Minneapolis, MN

2010–2011

### Waiter

As a Waiter, delivered exceptional guest service in a busy, upscale, high-volume restaurant with a vibrant atmosphere. The restaurant had a sterling reputation and a very stringent guest service policy requiring exceptional guest service from the wait staff.

- ◆ Rapidly became a highly requested waiter by heavily focusing on creating memorable guest experiences.

## Professional Experience

SURF AND TURFIN', Atlanta, GA

2008–2010

### Waiter

Served guests in a well-established, high-end restaurant featuring an award-winning wine list. Served well-known clientele, including prominent business people, celebrities, and athletes.

- ◆ Attained status of one of the most requested Waiters in restaurant through providing exceptional service to guests, noted as finding unique ways to help couples celebrate their anniversaries.
- ◆ Achieved and consistently maintained 98% on mystery shopper scores.

TRADE WINDS, Savannah, GA

2007–2008

### Waiter

Served guests in a well-known, \$10 million Caribbean-themed upscale casual restaurant on the Bay, executing a high level of service in the high-volume restaurant.

- ◆ Guided and directed team members to ensure smooth execution of food service.
- ◆ Won many individual contests for daily performance achievements.
- ◆ Promoted to transition from Trade Winds to Surf and Turfin' through achieving a reputation for the level of service necessary for a move to this level of a restaurant.

THE RED PLUM, Dubuque, IA

2002–2007

### Service Manager (2005–2006)

### Server (2002–2005; 2006–2007)

As Service Manager, rotated within Red Plum's Dubuque area to direct staff.

- ◆ Set up schedules for 25 to 30 employees and forecasted wait staff scheduling to assure adequate labor during peak periods while not overextending the labor costs.
- ◆ Built exceptional customer service reputation by establishing table visits as a regular policy to check service levels while creating positive relationships with guests and team members.
- ◆ Promoted to management role in three years for consistently maintaining high levels of guest satisfaction and being willing to do anything needed to help the restaurant succeed.
- ◆ Completed certified bar and service trainer program

SOLSTICE VACATION CLUB, Dubuque, IA

2004–2004

### Sales Representative

Delivered one-hour sales presentations to groups of 15 to 25 on the benefits and features of the Solstice Vacation Club. Consistently closed 30% of assigned attendees.

- ◆ Achieved #1 sales representative in the company through building rapport and finding connections with the participants.

## Early Career Profile

RUSSO'S ITALIAN RESTAURANT, Potosi, WI | Buspendon | 5 Years

## Technology Snapshot

Microsoft Office: Word | Excel  
Aloha Point of Sale | Micros Point of Sale | Darden Dash Point of Sale

## Education

Barryfield College, Dubuque, IA

**Associate of Applied Science - Radio Broadcasting**, December 2003