

Kelsey Williams

CREATIVE COPYWRITER

CONTACT ME

Cell: (317) 550-7322

Email: hellokelseyw@gmail.com

Portfolio: kelseywriteswords.com

HIGHLIGHTED SKILLS

- Excellent communication and presentation skills
- Highly organized
- Exceptional attention to detail
- Capable of communicating complex ideas clearly
- Consistent with follow through
- Strong partnering, networking and relationship skills

PROFESSIONAL REFERENCES

Nick Klaus

La Colombe

(847) 337-6373

Luis Aguilar

Lettuce Entertain You Enterprises

(773) 524-0452

Kim Marsh

COO Ezza Nails

(303) 475-7991

Heidi Moorman-Coudal

Big Delicious Planet

(312) 343-0157

EDUCATION

Ivy Tech

BUSINESS MANAGEMENT 2012-2014

- Deans List
- First Generation scholarship recipient

Chicago Portfolio School

COPYWRITING 2021-2022

- Advertising
- Social Strategy
- Graphic Design
- Copywriting

WORK HISTORY

Barista

LA COLOMBE 11/2021- CURRENT

- Collaborate with team to work efficiently during high volume periods
- Resolve customer conflict and deescalate when needed
- Implement and adapt to new corporate policies
- Maintain an extensive bank of product knowledge
- Assist guests with decision making
- Continually monitor cafe for food, service and cleanliness issues
- Report any necessary stock or equipment needs to the appropriate team leads

Manager

BALLYHOO HOSPITALITY-GEMINI 3/2021-11/2021

- Created and implemented onboarding materials for all FOH roles
- Coached and trained new hires on Toast POS and Resy booking platform
- Optimized profits by monitoring labor costs on a daily and weekly basis
- Identified tools and processes to enhance team efficiency
- Responsible for driving long-term customer loyalty
- Reported weekly with challenges, insights, and areas of growth
- Monitored standard operating procedures and ensured adherence
- Conducted daily team meetings to ensure operational efficiency
- Launched a brunch program resulting in a weekly increase of \$20k in sales

Manager of People and Operations

EZZA 4/2019-9/2020

- Oversaw hiring, career development, and employee retention
- Managed daily operations and greeted guests with a branded tour
- Analyzed and managed P&Ls, investigated areas of loss
- Met or exceeded company-set membership sales goals
- Managed budget and spending in accordance with business needs
- Optimized team scheduling for utilization and customer throughput
- Maintained a 0% employee turnover rate through coaching and development
- Managed data collection and evaluated progress toward company KPIs
- Responsible for identifying areas of growth and opportunity
- Assisted in content creation for social media and marketing strategy
- Worked alongside the founder to generate potential leads and donors
- Nurtured strategic partnerships with like-minded companies
- Served as an ambassador at fundraisers and networking events

Manager & Coffee Bar Specialist

LEYE-BEATRIX RN 9/2017-3/2019

- Launched coffee bar promotions in a timely manner using limited resources
- Compiled daily financial reports and sent to senior partners
- Created business forecasts to adjust product and staffing levels
- Drove the sharing of best practices
- Handled all guest service issues with empathy
- Facilitated hiring and training of all service staff
- Led talent acquisition efforts, from requisition to onboarding
- Managed, mediated, and resolved team member relations issues
- Worked with PASE team to execute private events and catering orders

Canteen Manager & Barista

BIG DELICIOUS PLANET 7/2014-8/2017

- Ran daily operations from open to close
- Operated a full-service espresso machine
- Created and promoted specialty coffee beverages
- Interviewed and trained canteen staff
- Managed vendor partnerships, leading towards more competitive pricing
- Attended ongoing coffee education and training at Intelligentsia HQ
- Monitored inventory and placed orders through multiple vendors
- Maintained knowledge on industry trends and made product recommendations
- Coordinated with and assisted event planners at off-site events