

Doreen Pastore
www.DoreensKitchen.com
Chicago, IL
doreenpastore@yahoo.com
doreenskitchen@ymail.com

LOCAL RELATIONSHIPS AND SOLICITATION

Restaurant Management

Marketing and Sales

To Whom It May Concern,

I am interested in the Marketing and Sales position of your company. I have 20 years experience managing restaurants, marketing, promotions and sales. My work history on my resume will demonstrate that my experience can be applied to most jobs. I am familiar with marketing from a restaurant and hotel point of view, web site design, promotions, etc. I also am very fluent in Windows and Mac operating systems, purveyors and all office duties.

Based on my prior work history and extreme self education, my varied experience can be applied to most businesses.

I am familiar with Hoovers, prequalifying leads and dealing with Fortune 500-1000 companies.

Having lived in the Chicagoland area all of my life, I am very familiar with concept advertising and various neighborhoods.

I also have an extensive portfolio upon your request for viewing, showing my marketing strategies, designs, and print examples.

I am looking forward in hearing from you soon. Please reply via email if possible with your contact phone number.

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OBJECTIVE: Maintaining effective relationships with Concierge's, Meeting Planners, Local & National Businesses, Community and Residential etc., to solicit Special Event and Group Sales.

Qualifications

19 years Front of House Experience

- Opening Restaurants from scratch from concept to design to finished product. Purveyor Contacts, Inspections, Banking and Credit Card Machines, Permits, Licenses etc.
- Inventory Control, Ordering, Price Control
- Web Sites, E mail Programs, Direct Bulk & E Mail Programs with **50 - 80% return**, generating in house and out of house mailing lists.
- Hiring, Training, Scheduling front and back of the house, with "hands on" jumping in to help when needed.
- Bookkeeping, Payroll, Opening & Closing Duties
- Menu Designs for Restaurants, Hotel, Banquets, Catering, Holiday's and Specials. Also understand management & reciprocal management between Banquet Sales & Catering w/in Hotel.
- Corporate Catering
- Grand Openings (who to invite, how many to have)
- Cold Call Tele - Marketing Program
- Marketing and Promotions geared towards average check and demographics in area, increasing sales.

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- Display Ad Design for Yellow Pages, Newspapers, etc. Fliers, Coupons, Business Cards, Post Cards, various Chicago publications
- Donations with special Gift Certificates (**that generate a sale with each one**)
- Community Relations with Local Service Orientated Businesses, Local Civic Groups, Funeral Homes, Churches, Scouts, "A" Honor Roll programs for Schools, Fundraising events for free advertisement of Restaurant with special designed coupons.
- Banquet and Catering Manager and Sales
- Cooking School Co-Coordinator (In House, Park Districts, Demo's etc), Cook Books
- Table Side Cooking & Training

PERTINENT EMPLOYMENT

9/2000 - Present
Chicago, IL

Marketing

- designed **DoreensKitchen.com** that entails:
 - o Photography of step by step instructions for recipes that I upload to:
 - Slide shows with background music
 - Uploaded to YouTube (and other video services)
 - Upload to various
 - Blogs
 - Recipe Sites and Restaurant review sites
 - Upload to web site with Photo's and detailed instructions
 - o CD Cookbook that I wrote (for purchase)
 - o A Restaurant Section to be included in (with coupons)
 - o The above can be employed to generate interest & market your business on line

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- a large email and fax database of Chicago of RESIDENTIAL, COMMERCIAL, BUSINESS and EVENT PLANNERS.
- an extensive portfolio demonstrating my marketing and promotional accomplishments.
- designed several web sites.
- administrative qualifications: MS Office, Windows, Mac
- I can use these to promote your business and enhance your WEB.
- I am also very familiar with dealing with vendors, payroll, marketing, guest satisfaction, promotions (in and out of house; internet; search engine submittals etc.) as well as other managerial duties. I am 48 years old and have FOH and BOH restaurant experience of 20 years.

5/2002 - 5/2003

Radisson Northshore Hotel
Lincolnwood, IL

Marketing Director, Consultant

- Marketing and Promotion of Outlets (4) and the Hotel through
 - o display ads
 - o internet
 - o web site design
 - o email promotions
 - o fax and snail mail
 - o and in house.
- Creative advertising and specials.
- Designing of Menus (in house, to-go, room service).

3/2001 - 9/2002

Pasha Restaurant & Club
Chicago, IL

Marketing Director, Promotions, Web Site Design

Marketing the restaurant and night club through

- web site design and email campaigns
- Daily Menu Specials
- Through party promotions, promoters and telemarketing began email, snail mail and fax lists.

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- ❑ Also appeared as spokesperson and contact for organization and presentation of Pasha on the TRAVEL CHANNEL for the World's Best Bathrooms (placing #8 out of 10).
- ❑ Promoting Live Entertainment (Bands and CD Parties)
- ❑ Marketing on and off line
- ❑ generated
 - Email list of over 6,000 for Email Promotions
 - snail mail list of over 2,000
 - fax list of over 2,000
- ❑ Numerous Web Page Design
- ❑ Designs for
 - flyers
 - post cards
 - display ad's
 - business cards
 - in house promotions
 - Gift Certificate Promotions
 - outside advertisements (on "trade")
- ❑ opening duties.

3/2000 - 10/2000

Persico's Italian Restaurant & Bar

Sterling, IL

General Manager

- ❑ General Manager Duties
- ❑ Restructuring and Remodeling for opening of new Restaurant
- ❑ Obtained licenses, permits, utilities, etc.
- ❑ Hiring, Training, Scheduling front and back of house
- ❑ Bookkeeping, Banking, Credit Cards, Payroll, Inventory
- ❑ Press Releases, Display Ad's, Web Design, Email (generated over 6,000)
- ❑ Grand Opening (Organization and Promotion),
- ❑ Menu Design

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