

# Charles Anthony

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## Work Experience

### Marriott Syracuse Downtown

100 E Onondaga St Syracuse, NY 13202

#### Director of Marketing - (9/2019-8/2020)

- Project manage and schedule all marketing initiatives for hotel business units
- Develop and manage annual marketing budget
- Negotiate and curate all ad buying and promotional scheduling
- Manage all hotel and departmental social media channels (Instagram, Facebook, LinkedIn, Twitter)
- Graphic design creative for all digital and print materials
- Manage all digital marketing initiatives for hotel, brand, and restaurant concepts
- Developed and strategized press communications
- Acting public relations representative for all hotel operations
- Created and launched all restaurant brands and concepts
- Developed Marketing strategies for all hotel initiatives
- Special Event planning and marketing
- Experience with content management systems such as HootSuite
- Adobe Creative Suite experience

#### Director of Food & Beverage - (11/2015-9/2019)

- Oversaw planning, concepting, programming, and development of multi-unit food and beverage department including: Eleven Waters Bistro, Shaughnessy's Irish Pub, The Cavalier Room
- Budget building, forecast, and P&L accountability for \$12m F&B business unit
- Managed all F&B Marketing strategies including; social media, print, digital, mobile, radio and TV
- Developed training programs for all line level positions to Department Heads
- Procurement of all OS&E for banquets & catering, and F&B outlets
- Developed branding and digital identities for all restaurant concepts
- Developed all facets of F&B operation from ground up including: operations manuals, LSOPs, and accountability measurements
- Curated critical path for all outlet openings from concept phase to opening
- Built and executed marketing plan, served as hotel liaison for all hotel PR initiatives

## **Bull & Bear Syracuse**

Multiple Locations - Syracuse, NY

### **General Manager** - Multiple Restaurant Locations (Feb 2015- Nov 2015)

- All pre-open planning and construction of new Liverpool, NY restaurant
- Menu planning, graphic design, marketing plan
- Construction, floor plan, and interior design consultation
- Kitchen design and operations planning
- Conducted pre-open planning, scheduling, and staffing
- Authored company-wide Employee Handbook
- Authored company-wide FOH Steps of Service guidelines
- Planned and executed all pre-open and ongoing training
- Handled all daily drops, deposits, and cash audits
- Managed payroll, conducting weekly labor audits
- Developed ordering/inventory program controlling inventory levels and costs

## **Turning Stone Resort Casino**

5218 Patrick Road Verona, NY 13478

### **General Manager - Upstate Tavern** (Feb 2014 - Feb 2015)

- Oversaw all FOH & BOH Operations achieving \$4.1m in annual sales
- Ensured all service standards are met and staffing levels are maintained
- Reviewed and maintained P & L statements ensuring all costs are in line
- Drove down food, alcohol, and labor costs while growing sales
- Maintained strong relationship with senior resort executive team
- Evaluated training needs and design targeted training programs to drive results
- Established and maintained cost-effective restaurant procedures and controls
- Prepared annual budgets, operating forecasts, and other departmental reports
- Coordinated successful and cost-effective marketing and promotion programs

### **Beverage Operations Manager** (Feb 2012 - Feb 2014)

- Assisted with the re-opening of three F&B outlets following complete renovations.
- Consulted on pre-open planning of Exit 33, a state of the art \$40m entertainment annex comprised of multiple bars, nightclubs, and restaurants.
- One of 3 representatives from Food & Beverage nominated for ONE Training Consortium, a program designed to improve training company-wide
- Co-developed comprehensive cocktail program for all 26 F&B outlets on property
- Developed F&B inventory tracking controls for Supply Chain and Warehouse
- Trained all incoming Beverage Supervisors
- Managed and trained beverage servers, bartenders, and porters for 6 outlets
- Planned and scheduled all facets of \$16m Beverage Operation including staffing, inventory, ordering, receiving, and maintenance
- Sales coaching to team members to driving a 15% sales increase from 2011.

- Authored Annual Performance Reviews for all positions
- Managed alcohol and dry goods inventory in department warehouse, established and maintained pars, compiled stock orders to ensure efficient operation
- Recruited and interviewed applicants for all positions
- Handled F&B guest service escalations across the resort

## **River Rock Bar & Grill**

8 Bridge St Phoenix, NY 13135

### **Owner/Operator** (May 2007 - Apr 2011)

- Served as General Contractor for complete renovation of historic building planning all phases of construction and layout for restaurant. Negotiated contracts with construction contractors, and all applicable vendors
- Personally completed New York State Liquor On-Premise Liquor License application requiring no changes and receiving approval in 19 days
- Handled every detail of developing business plan, hiring & training, marketing
- Personally designed graphics, logos, menus marketing and promotional materials
- Developed all food and beverage recipes
- Negotiated weekly with food/beverage reps to manage operational costs
- Oversaw all promotion and booking of live entertainment: rock, country, solo artists
- Responsible for all cash deposits, both AR, AP, and payroll
- Oversaw and drove consistent 15% increase in same month sales

### **Education**

Associate Degree - Business Administration

Columbia College - Syracuse, NY May 2006

### **Certifications**

- ServeSafe Manager
- TIPs Trainer Certified

### **Skills**

- Adobe Creative Suite
- Google Suite
- Digital Ads
- Hootsuite
- Branding
- Graphic Design & Logo Design
- Public Relations
- Microsoft Office
- Social Media Management

## References

**Melissa Oliver** - Director of Sales & Marketing - Marriott Syracuse Downtown  
Current Manager  
melissa.oliver@marriott.com  
315-573-4488

**Lindsey Cole** - Director of Social Catering - Marriott Syracuse Downtown  
Current Colleague  
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**Steve Sabol** - Former Beverage Director at Turning Stone Resort Casino  
Former Manager  
steve.sabol@hyatt.com  
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**Todd Plouffe** - Former General Manager - Marriott Syracuse Downtown  
Former Manager  
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**Jon Mathews** - General Manager - Embassy Suites Valley Forge  
Former Manager  
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