

Charles Anthony

Liverpool, NY 13090

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chuckanthony.com

Crescent Hotels & Resorts - Multiple Positions (Nov 2015 - Current)

Director of Marketing - *Marriott Syracuse Downtown* (Sep 2019 - Current)

- Project managed and scheduled all marketing initiatives for hotel business units
- Developed and manage annual marketing budget
- Negotiated and curated all ad buying and promotional scheduling
- Managed all hotel and departmental social media channels (IG, FB, LinkedIn, Twitter)
- Graphic design creative for all digital and print materials
- Created and managed all digital ads for hotel, brand, and restaurant concepts
- Developed and strategized press and media communications
- Developed Marketing strategies for all hotel initiatives
- Special event planning and marketing
- Experience with content management systems such as HootSuite

Director of Food & Beverage - *Marriott Syracuse Downtown* (Nov 2015 - Sep 2019)

- Oversaw planning, concepting, and development of multi-unit food and beverage department including: Eleven Waters, Shaughnessy's Irish Pub, Cavalier Room
- Planned and executed several successful hotel special events: SU Football Tailgates, Rock the Block Parties, St. Patrick's Parade Party, New Year's Eve Gala
- Budget, forecast, and P&L accountability for \$12m F&B business unit
- Managed all F&B Marketing strategies; social, print, digital, mobile, radio and TV
- Menu building with full cost analysis and pricing comps
- Achieved top 10% in brand service scores
- Built beverage program that achieved budgeted revenue and cost every quarter
- Developed training programs for all line level positions and department heads
- Procurement of all OS&E for banquets & catering, and F&B outlets
- Developed branding and digital identities for all restaurant concepts
- Built all facets of F&B operation including: ops manuals, LSOPs, and procedures
- Curated critical path for all outlet openings from concept phase to opening
- Built and executed marketing plan, hotel liaison for all hotel PR initiatives
- Experienced securing sponsorship dollars from in-market food & beverage vendors
- Co-produced Newschannel 9's "Bridge Street" broadcast from the hotel for 8 weeks

Bull & Bear Syracuse

General Manager, multiple locations (Feb 2015 - Nov 2015)

Turning Stone Resort Casino

Food & Beverage Manager (Feb 2012 - Feb 2015)

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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
- Branding
- Graphic Design & Logo Design
- Public Relations
- Microsoft Office
- Social Media Management - Hootsuite

References

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

Steve Sabol - Former Beverage Director at Turning Stone Resort Casino
Former Manager
steve.sabol@hyatt.com
480-628-6001

Todd Plouffe - Former General Manager - Marriott Syracuse Downtown
Former Manager
tdplouffe@gmail.com