

# TYREE REED

810-513-5302 | [tyreer80@gmail.com](mailto:tyreer80@gmail.com)

## PROFESSIONAL EXPERIENCE

Highly qualified and customer-centric professional with over 10 years of experience providing significant leadership and organizational responsibilities within the hospitality industry. Possess an outstanding record of formulating improved processes for operational excellence, event planning, marketing and public relations. Offer solid reputation for spearheading growth; successfully meeting and exceeding goals and expectations; and boosting organizational efficiency.

- Event Planning
- Promotion & Distribution
- Public Speaking
- Sales & Marketing
- Hospitality
- Interdepartmental Cross Training
- Customer Service
- Continuous Process Improvement
- TABC
- ServSafe Certification
- Cvent Supplier Network
- NEHA Food Handlers

## PROFESSIONAL EXPERIENCE & CAREER HIGHLIGHTS

### Serving & Bartending

- Consistently ensured the needs of upwards of 60 patrons on a per-shift basis, in high-volume restaurants that achieved an average of 40,000 in daily sales. Maintained a 5 Star rating with customers and clients on a consistent basis.
- Provided and delivered high quality customer service by exceeding general expectations which increased customer retention by over 28%.
- Achieved top monthly server of bottle service sales from generating alcohol sales in excess of over 5k during assigned shift.
- Developed and implemented efficient work processes to improve server efficiency and consistency, trained new employees, managed staff coordination and work delegation.

### Event Planning

- Met revenue targets, collaborated with senior staff on overall business strategy, oversaw event planning and development, controlled cost factors, interfaced with key customers and business partners.
- Spearhead and streamlined work processes that created seamless experiences for over 500 customers and reduced attrition rates by an average of 20%
- Managed and coordinated detailed budgets to ensure projects stayed with financial plan and guidelines. Analyzed registrations and revenue date and compiled weekly reports to track progress of goals.
- Utilized ServSafe certification knowledge to ensure safety standards complied with regulatory guidelines.

## PROFESSIONAL EXPERIENCE

**Arch Staffing** *Dallas, TX*

*Bartender/Server*

**January 2018 – November 2018**

**Prestonwood Country Club** *Dallas, TX*

*Bartender/Server*

**August 2017 – December 2017**

**Holiday Inn Convention Center** *Big Rapids, MI*

*Bartender/Server*

**November 2015 – August 2016**

**Campus Special (Chegg Inc.)** *Big Rapids, MI*

*Event Marketing Manager*

**August 2014 – January 2015**

**City of Big Rapids** *Big Rapids, MI*

*Administrative Assistant*

**September 2013 – September 2015**

**Interfraternity Council** *Big Rapids, MI*

*Public Relations & Marketing Coordinator*

**August 2013– December 2015**

**Converse Inc.** *Auburn Hills, MI*

*Sales Associate*

**June 2012 – November 2014**