

WILLIAM PEREZ

Wine Manager

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PROFESSIONAL SUMMARY

Dynamic Wine Manager with over two years of hands-on experience in enhancing customer engagement and driving wine sales. Proven ability to foster strong relationships with suppliers and customers, ensuring a curated selection that meets diverse tastes. Committed to delivering exceptional service and managing successful wine events that elevate brand recognition.

WORK EXPERIENCE

Wine Manager

Pineapple Enterprises

Mar / 2024-Ongoing
Santa Monica, CA

- Enhanced customer satisfaction by providing tailored wine recommendations based on preferences.
- Fostered a positive workplace culture through team collaboration and support.
- Served as an Independent Wine Specialist in California, representing Stagecoach Co.
- Developed strong relationships with vineyards, curating a diverse wine menu.
- Delivered exceptional customer service, resulting in repeat business and loyalty.
- Managed wine inventory effectively, ensuring optimal stock levels and quality.
- Facilitated training for staff on wine knowledge and service techniques.

Wine Manager

Crescent Moon Design

Mar / 2023-Mar / 2024
Portland, OR

- Led a team of wine associates at a top fine wine retailer, boosting sales significantly.
- Oversaw all alcohol orders and inventory management for a busy fine dining establishment.
- Created and implemented original order guides and par sheets for efficient stock management.
- Handled restaurant accounting and maintained strong guest relations.
- Managed approximately \$2 million in annual retail wine sales, ensuring profitability.
- Organized corporate wine events, enhancing customer engagement and brand visibility.

EDUCATION

Bachelor of Science in Hospitality Management

University of California, Davis

Mar / 2022-Mar / 2023
Chicago, IL

Focused on wine marketing, production, and hospitality management.

SKILLS

Inventory Management Software

Wine Pairing Expertise

Wine Tasting Expertise

Inventory Management

ACHIEVEMENTS

- Increased wine sales by 20% through effective merchandising and customer engagement strategies.
- Successfully organized and executed over 10 wine tasting events, boosting customer attendance by 30%.
- Established strong partnerships with local vineyards, enhancing the selection and quality of wine offerings.