**Social Media Customer Service**

**Location:**

[Holler Park, WI, 53207](https://www.postjobfree.com/l/Holler-Park,-WI,-53207/resumes)

**Salary:**

10hr + tips

**Posted:**

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BRAD SERDAN

Milwaukee, WI 53207

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BRAND MANAGER

Creating customer loyalty by connecting the consumer with the brand Creative, innovative and dedicated manager representing hospitality, food and beverage brands with confidence and passion. Adept at training employees and customers who want to learn about the brands I represent. Growing market awareness through social media and creating positive customer experiences.Hard working, quick learner, adaptable to new challenges. Professional Competencies

Brand Management & Development: Creative development. Social Media Management. Digital Marketing Strategy. Corporate Branding. Content Marketing. E-mail Marketing. Mobile Marketing. Market research. Communication Campaign Planning. Media Relations. Messaging development. Public Relations (PR). Reputation Management. Research and analytics. Graphic Design. Sales. Management:Talent Development. Project management. Leadership and coaching. Strategic communications. Strategic planning and budgeting. Employee Development. Customer Service. SOFTWARE: Microsoft Office: Word, Excel, Outlook, Access, SharePoint. Adobe Creative Suite: Photoshop, Illustrator, Lightroom, Premier, Aloha, Micros, HotSchedules, ScheduleFly EXPERIENCE

TOUR MANAGER TAPROOM MANAGER INTERIM ASSISTANT GENERAL MANAGER Pabst Brewing Co. Milwaukee, WI 2017-2020

Created, developed and managed historic brewery tour program. Brand Management.

● Researched history, wrote script, and trained up to 30 employees on how to present Pabst’s story to the public.

● Booked over 50% of live entertainment on site, approving entertainment contacts, artist riders, and stage management.

● Lead organizer of Pabst’s Oktoberfest for 2018 & 2019.

● Increased on site brewery tour revenue by over 200% since inception BAR MANAGER-INTERIM

Milwaukee Burger Co. Milwaukee, WI 2017-2017

Managed restaurant and bar. Brand Management.

● Increased revenue by promoting daily specials and customer deals via social media.

● Trained new employees about daily procedures, responsibilities, and our beer portfolio.

● Managed opening and closing procedures for the restaurant

● Developed new cocktail menus and helped keep our local craft beer tap list up to date. We had forty beers on tap.

LEAD BARTENDER

Cafe Lu Lu,Milwaukee, WI 2015 - 2016

● Managed brand by promoting seasonal and weekly specials using social media

● Managed all inventory and ordering for par stock

● Increased revenue and customer loyalty through relationship building

● Trained new bartenders on how to promote branded cocktails

● Onboarded new employees.

SHIFT PRODUCTION MANAGER

Scathain LLC, Milwaukee, WI 2013-2016

● Managed 2nd shift production

● Managed production department move to new facility ahead of schedule

● Trained new employees quickly and more efficiently by documenting complex production

● process on YouTube. Increased productivity of production process cutting labor costs by 25%. LEAD BARTENDER ASSISTANT MANAGER

Levy Restaurants, Milwaukee, WI 2012 -1013

Milwaukee Bucks - Bradley Center Backcourt Club & Motor Bar & Restaurant at The Harley Davidson Museum

● Lead bartender for ””A list” courtside season ticket holders for the Milwaukee Bucks

● Lead Bartender for Harley Davison’s 110th Anniversary Celebration - $25,000 in bar sales in 4 days

● Managed high volume food and drink bar service, including all bar prep and cash management

● Acted as onsite brand ambassador for guests visiting the home of Harley Davidson, by knowing Harley Davidson’s history and giving tourists recommendations on sites to see in Milwaukee. BAR MANAGER

Bomb Shelter Bar - Milwaukee, WI 2008-2012

● Managed an inventory of over 350 craft beers

● Managed brand on all social media and event promotions

● Organized events such as beer tastings and pairings to coincide with seasonal events including The Blessing of the Bock in May, and Oktoberfest in Fall.

● Scheduled employees and managed the cash safe and nightly deposits.

● Arranged for onsite maintenance and building management. EDUCATION

Bachelor of Fine Arts (B.F.A.) Milwaukee Institute Of Art & Design Major in fine art: painting, experience in graphic design, video production, SLR photography, and printing.

Fine Arts University Of Wisconsin - Milwaukee, WI

Core Credits University Of Wisconsin - Washington County, WI