

# RANDOLPH HERNANDEZ

## Address

3316 14th Street #2  
Astoria, NY 11106 USA

## Mobile

+1.646.241.9744

## Email

[randolph@randomsynergy.com](mailto:randolph@randomsynergy.com)

## Social Networks

[LinkedIn](#), [facebook](#), [twitter](#), [instagram](#),  
[YouTube](#), [Pinterest](#)

## Self Educated

Web Design & Development, Marketing,  
Entrepreneurship, Event Planning and  
Production, Social Media, Restaurant &  
Bar Management, Agile / SCRUM

## Certifications

NYCDOH Food Handling and Safety,  
MCSE, Cisco CCNA, A+

## Technology Skills

MS Windows & Mac OS X [desktop/  
servers], Linux, Virtualization, Adobe  
Creative Suite, GoogleApps/ Analytics/  
Adwords/ AdSense/ Drive, MS Office,  
Photo/Video/Audio Editing, Web  
Development [PHP, MSSQL/MySQL,  
HTML/CSS/AJAX], xCode + iOS, Android  
SDK, Project Management tools,  
Advanced Networking Devices [switches/  
routers/ firewalls/WiFi],  
Audio / HD Video

## Patent Filings

- Method and system for gift wagers  
[WO 2003084624 A1](#), Inventor
- Electronic information content control  
[US 20030149884 A1](#), Inventor

## Past Clients

[NASA](#), [Royale-Marketing](#), [DraftFCB](#), [Y&R](#),  
[MTVN](#), [Pepperidge Farms](#), [Univision](#),  
[Miami-Dade College](#), [Sobieski Vodka](#),  
[Gregory Colbert](#), [EuroCircle](#), [WPP](#), [City of  
Chicago](#), [Perkins Eastman](#), [RAMSA](#),  
[James & Co](#), [YMCA of NYC](#), [Left on Red  
Music](#), [Nomadic Museum](#), [Museum of Art  
& Design](#), [Disney Studios](#), [Elinor Michlan](#),  
[GoShow](#), [Harris](#), [HurryDate](#), [ReturnPath](#),  
[Shalimar Real Estate](#), [BUNGALO](#), [Harlem  
Tavern](#), [Heights Tavern](#), [The Blind Pig](#),  
[Locksmith Bar](#), [CliqCar](#)

## Objective

To provide positive leadership and lend expertise in Food and Beverage Operations derived from 17 years of real-world experience across the fields of food/beverage services, media, technology, event production, entrepreneurship, marketing and business development. An ideal position would be one where I can utilize my diverse skill sets and background to problem solve, innovate and drive success throughout the organization.

## Qualifications

- Able to remain productive and provide clear leadership in high-stress / fast-paced environments
- Accomplished in the implementation of technology to streamline workflow and communication
- Proficient in food and beverage operations and management across various concepts
- Leads by example, believing that solid leadership provides more results than micromanagement
- Driven by Metrics to refine procedures and campaigns in order to achieve sets goals
- Lifelong passion for Hospitality and excellent customer service
- Familiar with preparing, presenting and managing Profit & Loss, budgets and financial projections
- Fluent in the Restaurant Industry's Uniform System of Accounts for Financial Reporting
- Experienced in giving presentations to investors, clients and internal staff
- Deeply rooted in Corporate Social Responsibility and sustainable practices
- Entrepreneur with a track record of operating profitable businesses
- Knowledgeable in social media marketing strategies
- Versed in Event Planning, Marketing and Production
- Consistent in quality control, food preparation and adhering to safety standards
- Competent in General Contracting, Project Management and Restaurant Construction
- Highly-developed in resource management, communication and problem solving skills
- Able to think creatively and execute systematically making the best of available resources
- Detail orientated especially in the areas of usability, process and efficiency

## Employment History

### Assistant General Manager, [Heights Tavern](#) New York, NY June 2013 ~ Jan 2015

- Reported directly to the Ownership and Investors
- Oversaw the pre-opening operations ranging from construction details to grand opening promotions
- Interviewed, evaluated and selected new hires across departments
- Administered all Press, Social Media, Public Relations and Advertising campaigns
- Spearheaded the formation of the Restaurant Group "The Taverns Group"
- Established Partnerships on Behalf of Heights Tavern with Community Groups, NonProfits & CUMC
- Calculated and monitored food cost, labor costs and other costs associated in running the restaurant
- Conceptualized and executed special events including New Years Eve, Halloween and Super Bowl
- Executed menu redesigns and development, including the rollout of new and high profit items
- Worked alongside the ownership and management team to streamline operations and set standards
- Managed employee records, prepared payroll and HR paperwork
- Assisted staff members across departments in performing FOH / BOH tasks
- Designed and Implemented IT systems including email, document sharing and task management
- Developed the staff manual, training programs and menu tests to insure overall consistency
- Performed basic repairs and troubleshooting of plumbing, electrical, IT and mechanical problems
- Collaborated with the Executive Chef on Daily / Seasonal Specials and Event Offerings
- Booked and oversaw the execution of Corporate Events, Catering and Boxes Lunches
- Met with sales representatives to order supplies such as tableware, smallwares and cleaning items
- Conceptualized events with Brand Ambassadors to successfully launch new Liquors offerings

### Director of Events & Marketing, [Tonic Times Square](#) New York, NY 2011 ~ 2013

- Provided direction and leadership for the Events, Branding and Marketing of Tonic Times Square
- Handled execution for all Special Events including New Years Eve and the Super Bowl Viewing
- Lead Event Sales Strategies for the Venue consistently exceeding previous records
- Consulted on the redesign of the interior and oversaw the construction process
- Worked alongside the Chef / Ownership to revamp the menu and rollout profitable lunch specials
- Directed Event Space configuration, food orders and decoration for all events and seasons
- Oversaw the Front & Back of House operations of the establishment during "On The Floor" shifts
- Coordinated the maintenance including cleaning, repairs, renovations and A/V equipment
- Successfully Executed day-to-day social marketing to increase daily covers
- Ran the Concierge Program which provided incentives to Hotel Concierges for Reservations
- Performed resource allocation and staff training to ensure consistent service levels at all times
- Focused on customer and partner marketing by developing co-branded promotions to drive sales
- Sole marketing agent responsible for all corporate marketing and public relations initiatives
- Developed and coordinated all communication, advertising, online programs and media relations
- Acted as liaison between the ownership, vendors, staff and clients providing advice and direction
- Developed materials focused on branding, marketing and promotional material

## Favorite Blogs

[Engadet](#), [GoogleBlog](#), [WLA](#), [37Signals](#),  
[GoodNightMr.Lewis](#), [lifehacker](#),  
[HackaDay](#), [Treehugger](#), [EventManager](#),  
[slashDot](#), [mashable](#), [43Folders](#), [Curbed](#),  
[EconLog](#), [WhenToManage](#), [The](#)  
[Restaurant Expert](#), [FOHBOH](#), [Server Life](#),  
[Eateria](#), [Social Hospitality](#)

## Languages

English & Spanish (Fluent)  
Polish (intermediate)

## Hobbies

photography, video production,  
software/hardware hacking, kayaking, arts  
& crafts, traveling, electronics  
rock-climbing, skiing, hiking

## General Manager, G.T.R. Group >> [Honey Lounge](#) New York, NY 2008-2010

- o Managed transition from previous ownership including staffing, vendors and event partners
- o Drafted and executed policies, employment agreements, vendor and event contracts
- o Launched various social media campaigns to increase patronage and participation
- o Developed interactive Technology to assist in our ability to leverage social networks
- o Implemented an inventory by usage system for accurate reporting and ordering of goods
- o Oversaw all internal operations including dealings with various city and state authorities
- o Personally trained staff on proper customer support and creating a comfortable environment
- o Initiated then managed the process for re-branding and the renovation of the venue
- o Provided Quality Control and correction on food / cocktail preparation and presentation
- o Worked with Owners on a regular basis to provide updates, set goals, and execute directives

## Systems Engineer, [Extensis](#) New York, NY 2005 ~ 2008

- o Traveled 50% of any given month on sales calls, trainings and to perform on-site integration
- o Implemented Digital Asset Management workflows with best practices training and technology
- o Designed Font Management Strategies for creative teams to handle licensing and system resources
- o Engineered solutions across multiple platforms to create automated creative workflows
- o Trained clients on how to use the customized DAM solutions to insure brand consistency
- o Collaborated with Client IT, Creative and Management to deploy company-wide solutions
- o Created customized Asset libraries for clients in order to reduce duplication of creative effort
- o Wrote documentation and usage guides for all newly implemented systems
- o Worked with the Sales team to Demo solutions and provide pre-sales support
- o Provided insight and feature recommendation to the Product Marketing and Management team
- o Developed customized plugins and Web Front End for the Portfolio Suite

## Consultant, [Random Synergy](#) New York, NY 2004 ~ Ongoing

- o Operated all aspects of the Business including sales, production, development and marketing
- o Provided CTO/ CMO/ Product Manager as a consultant services to clients
- o Brainstormed with clients and production teams in order to convert ideas into tasks
- o Used Agile/Scrum methodologies and framework in developing products and business concepts
- o Outlined project goals and milestones then directed the execution through completion
- o Managed the development of applications across platforms including Web, Mobile and Social Media
- o Supplied Clients with IT Support such as Network Design, Server Deployment and Desktop Training
- o Produced events and concerts from concept to execution
- o Created and managed budgets for the Business and individual client projects
- o Oversaw Product Management and Marketing for clients acting as or augmenting the inhouse team
- o Implemented end to end solutions for clients with technical and marketing elements
- o Provided product/service management based on research and demand
- o Scaled operations of the company including Staffing to meet the project goals

## CIO/CTO, [Urban Box Office \(UBO\)](#) New York, NY 2000 ~ 2004

- o Responsible for the design and implementation of the information technology infrastructure
- o Performed Product Management and Marketing enabling the raising of \$3Mil in funding
- o Travelled Internationally to perform investor, partner presentations and team management
- o Filed patent documents for inhouse innovations effectively converting it into Intellectual Property
- o Worked directly with Industry Leaders such as our board chairman, Nicholas Negroponte (MIT)
- o Directed the development of a Content Management System which managed 17 websites
- o Crucial in the restructuring of the Business, successfully exiting Bankruptcy Protection (DIP)
- o Managed the liquidation of physical and software assets in order to satisfy creditors
- o Oversaw Media and Content management systems responsible for video, sound and 3D editing
- o Maintained the relationships with our media production, mastering and fulfillment partners
- o Lead Research and Development of new systems / devices used for Mobile Broadcasting
- o Proved key in business development and marketing strategies through technology evangelism

## Technology Support, [MTV Networks](#) >> [Viacom](#) New York, NY 1998-2000

- o Provided over-the-phone and at-Desk IT customer support for 3,000+ end users
- o Evaluated then standardized new hardware and software platforms for user groups
- o Developed procedures which resolved customer issues impeccable customer service
- o Provided technical standards evaluations and documentation for the roll out of mobile devices
- o Wrote internal technical documents to assist in troubleshooting, documentation and inventory

To Whom it may concern,

As the operating partner and General Manager of Heights Tavern, I worked with Randolph for just under 2 years. He was my Assistant General Manager and we were given the huge responsibility of opening and running a restaurant and bar with a capacity of nearly 300. Since working with him, I have seen many examples of his talent and have been impressed with his expertise, knowledge, and experience. He was an asset to our company in a variety of ways.

For example, he helped to implement and improve our online presence with creative social media and a new and improved web site. He introduced new software and programs that facilitated the opening and management of the new business. He used his graphic design experience to create advertisements that helped to boost sales and generate new business. Also, his efforts in our event planning department built foundations for some of our most important relationships within the community.

He demonstrated leadership qualities that the staff both admired and respected. Many of them seek his advice and support. He has worked hard to build authentic relationships with the employees and his efforts have helped to create a happier and more productive team.

Randolph is a driven and intelligent person. With his dedication to success, he will be an asset to any establishment.

Sincerely,

Amanda Rensch  
Operating Partner  
Heights Tavern

Bianca Vitale  
545 W 162<sup>nd</sup> Street  
Apt. 36  
New York, NY 10032  
USA

January 16, 2015

To Whom It May Concern:

I am writing to serve as a reference for Randolph Hernandez, who is applying for a management position at your firm. He deserves serious consideration.

Randolph Hernandez had been my manager for about a year at 'The Heights Tavern'. He did excellent work here, and we were all very sorry to see him go. He is smart and skilled, but more importantly he is a gifted manager. His natural people skills and intuitive leadership style earned Mr. Hernandez respect in his department, throughout the company and even neighborhood. His team building skills are unmatched and the camaraderie he helped to develop during his term here exists to this day.

Within months, Mr.Hernandez suggested developing weekly events like "Trivia Tuesdays" and "Celebration Saturdays" for building local clientele among the neighborhood, bringing in more profit for the restaurant and service staff. I observed daily updates, to all aspects of social and print media being made and created by Mr.Hernandez. His caring and open personality made even the most cynical of employees and clients embrace Mr.Hernandez's approach.

I'm sure Mr.Hernandez will bring these attributes to your company and you would be beyond lucky to have him a part of your team.

Regards,

Bianca Vitale

To Whom It May Concern,

I am writing this letter on behalf of Mr. Randolph Hernandez, my manager for over a year at Heights Tavern. I was one of the first employees at Heights Tavern and I can say that Mr. Hernandez built a functional, friendly and fast team from the ground up. His skills as a manager are unlike any I have ever encountered before. He maintains authority over his workers by sincerely caring for their well-being and respecting them as if they were a part of his own family. His communication skills are impeccable and he is always willing to assist his workers in any way possible, even if that means stopping his current task to help with their needs. I always considered Mr. Hernandez to be a "cool" leader because he had a way of making work enjoyable. He also dedicated himself to developing new regulars who would come back to dine and ask if he was working because they cared about him just as much as he cared for them. Anyone who has had the pleasure of working with Mr. Hernandez will be quick to say he is an intelligent, hard-working, and a prompt problem solver who still maintains a calmness no matter how busy the establishment may be.

To hire Mr. Hernandez would not just be a wise staffing choice, but a flawless investment to any company who desires to maintain high volume and a collaborative staff, as well as constantly make new regulars who will grow to love and trust the establishment so much that it can be their home away from home. I do not know where Mr. Hernandez's new journey will take him, but I know that with his unmatched talents he is going to make an immediate, positive impact on a very fine establishment. If you have any questions regarding Mr. Hernandez further, I would be happy to answer them. Please feel free to call me at 417-718-3105 or reach me by email at [powem031@newschool.edu](mailto:powem031@newschool.edu).

Best Regards,

Miranda Elaine Powers

Nigar Fatali  
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520 838 4527  
nigar.fatali@gmail.com

January 13, 2015

To Whom It May Concern

My name is Nigar Fatali and I have worked under Randolph Hernandez's management at Heights Tavern bar and restaurant for seven months in 2014. I am writing to commend Mr. Hernandez for his exceptional management style and interpersonal skills.

As my direct supervisor, Mr. Hernandez has trained me to be a hostess. He was a patient mentor with a solid knowledge and he led by example. I watched him successfully resolve customer complaints, assist staff on particularly busy days and juggle multiple tasks at the same time.

Mr. Hernandez's interpersonal skills are effortless whether he deals with the management, customers or staff. He is creative and proactive. At Heights Tavern he initiated and was in charge of a number of events, including Beer Pong Mondays, Trivia Tuesdays and Teacher Appreciation days, which brought in diverse clientele. He was also the one to address the staff's needs and encourage the team's success.

Working with Mr. Hernandez was a valuable and positive experience. I am sure he would be a great asset for any team.

Sincerely,

Nigar Fatali

## REFERENCE QUESTIONS

**Candidates Name:** Randolph Hernandez  
**Reference Name:** Sameer Qureshi  
**Current Company:** Green Tree Restaurant Group  
**Current Title:** Principal  
**Work Phone:** 201-951-6772

### **How long have you known the candidate?**

3 Years

### **What is/was work relationship? (i.e. Peer, Supervisor, End User, Etc.)**

Employee

### **Describe candidate's responsibilities:**

Randolph was the general manager of my restaurant. His responsibilities include managing all staff and operating the restaurant to its required revenue goals.

### **What other strengths does the candidate offer? (i.e. reliability, personality, etc.)**

Randolph is extremely well rounded. I cant think of any situation in my restaurant he was not able to handle. He is extremely analytic and a people person.

### **How does the candidate relate with others? (What is he/she like to work with?)**

Randolph's strength is on how can relate to most people. He is a great person to work with and takes time to get everyones input in his decision making.

### **Given the chance, would you work with candidate again?**

I absolutely would. I wish he was still working with my company.