

Shelly Roehrs

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Skills

- Hospitality management
- Catering management
- Culinary management
- Restaurant management
- Menu planning
- Event management
- Promotional planning
- Entertainment programming
- Business management
- Marketing
- Market analysis
- Exceptional problem-solving & decision-making skills
- Catering software
- Point-of-sale systems
- Purchasing goods & supplies
- Proven leadership skills
- Contracts purchasing software
- Project management
- Fundraising and development
- Budgeting
- Financial analysis
- Property management
- Food & beverage programs
- Staffing
- Directives planning
- Development & implementation of training programs
- Interpersonal skills
- Negotiation

Education

Riverton High School (IL), 1990

Community College of the Air Force, 1990

- Communications Specialist

Illinois State University, 1991

- Broadcasting & Journalism

Relevant Experience

Real Estate Agent - Blue Picket Realty - Colorado

January 2019 - present

- Work with clients to help them buy or sell real estate
- Prepare comparative market research analysis to establish pricing for sellers and buyers
- Knowledge of marketing techniques and procedures, publicity techniques evaluating strengths and/or weaknesses, and the ability to develop new, or update existing programs to meet the desired goals of my clients
- Advertise listing properties to gain the attention of prospective buyers
- Draft and prepare documents, such as offers, contracts and closing statements
- Communicate with appraisers, escrow companies, lenders, home inspectors and vendors
- Coordinate and oversee Open Houses and Showings
- Educate and inform clients before and during the process - listing or buying
- Negotiate requests and offers that benefit my clients
- Assist clients with creative solutions to problems and issues

Operations Manager - Falcon Club - USAF Academy, Colorado

August 2023 to February 2024

- Operational manager for medium-size club facility and associated activities
- Oversaw economic and efficient daily operation of club facilities & activities
- Implemented directives & programs to ensure high standards of food, beverage, and entertainment/promotional programs
- Assisted with bartending, banquet service, setting up and breaking down on and off-premise catered events
- Assured patron satisfaction by resolving complaints and other customer issues with daily club operations
- Managed NAF property; conducts inventories, submits pre-paid item and fixed asset forms IAW 34-214
- Conducted & maintained monthly resale inventories; reviewed discrepancies and brought them to the club manager's attention correcting as directed
- Contributed in the preparation and revision of the operating and capital requirements budgets and analysis of financial results for food and beverage cost centers
- Maintained Point of Sales (POS) systems
- Ensured proper military and civilian protocol practiced
- Coordinated with senior military and civilian leadership and local, state, and federal officials.
- Provided advertising support and oversaw sponsorship program management

Training & Education

- MICT
- P-Card
- ServSafe Certified
- AFMAN
- AFI
- DAFI
- Member Planet (reservations)
- NAF Financial Management
- SETs Timekeeper
- NAF Internal Controls
- Dram Shop
- Cyberawareness
- PCI Awareness
- Real Estate License
- SAPR
- Supervisory
- Occupational Safety
- Food Safety
- Customer Services
- Board Management
- Event Planning Management
- WCLI (Leadership Institute)
- Community Advisory Committee (CAC)
- BEOs

**Awarded Veteran
Successful Business Owner**

Owner, Marketing & Event Management & Execution - m.e. 2 ideas, South Carolina

May 2000 - August 2018

- Experience acquired from years of hospitality, culinary, restaurant or club management, or business management
- Responsible for the economic and efficient operation of various facilities and hospitality related activities
- Developed and implemented comprehensive event strategies for various clients
- Oversaw catering sales operations in two locations with seamless integration ensuring the highest safety and health practices were established and followed
- Implemented directives, formulated procedures, and programs that ensured high standards of food and beverage, recreational and entertainment/promotional programs
- Utilized market research methods and techniques to perform research analysis, developed surveys, evaluated and established promotional strategies
- Established, reviewed and evaluated menu planning, food service, purchase of supplies, equipment and resale merchandise
- Created, established, measured, and corrected financial goals corresponding to market analysis of area or region
- Prepared budgets, analyzed financial results and maintained solid financial condition of the club or facility complex (marina, bar/restaurant and event facility)
- Work force management, recruitment and staff training
- Responsible for recognizing and defining problem areas, applying market research techniques, analyze information and present to client.
- Responsible for profitability and loss of operations
- Established performance management processes and system to ensure proper management principals and procedures, team assignments and review and evaluation of employee performance
- Maintained open lines of communications with all staff to ensure excellence in event execution
- Developed annual budgets, requirements and calendars to meet client objectives
- Ensured that revenues and expenditures were properly recorded and accounted for to provide for reliable financial and statistical reports, and to maintain accountability over assets
- Developed proposals, budget plans, estimates and justifications that contain major program objectives within prescribed timeframes. At times with Service Level Agreements (SLAs) tied to the performance of these plans
- Established timelines, metrics and data analysis processes to ensure marketing efforts were timely and reviewed for overall effectiveness
- Recommended improvements in policies, procedures and practices that were consistent with legal and regulatory requirements and met the needs of the organization