

Charles Anthony

Liverpool, NY 13090

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chuckanthony.com

Friends of the Rosamond Gifford Zoo - Director of F&B (Feb 2021 - Current)

- Built Catering Sales team and set sales goals and marketing strategies resulting in highest catering revenue forecast in history of organization for 2022
- Recruited and built award-winning in-house culinary team
- Re-vamped aesthetic and content of all catering menus and pricing
- Project-managed \$250K renovation of Zoo cafe including concept, branding, menus, recipes, marketing plans, online ordering, and operations manual
- Developed marketing strategies for all catering and outlets

C. Anthony Consulting - Hospitality Marketing Consultant (Sep 2021 - Current)

- Continued marketing work with Marriott Syracuse Downtown (CHRC Property)
- *2022 CNY SME Crystal Ball Award Recipient* for “*Marketing Excellence*”, presented by Marriott Syracuse Downtown Executive team and ownership
- Created and managed all digital ads for hotel, brand, and restaurant concepts
- Developed and strategized press and media communications
- Developed Marketing strategies for all hotel initiatives
- Special event planning and marketing: Holidays, New Year’s Eve, St. Patrick’s Day

Crescent Hotels & Resorts - Multiple Positions (Nov 2015 - Feb 2021)

Director of Marketing - *Marriott Syracuse Downtown* (Sep 2019 - Feb 2021)

- Project managed and scheduled all marketing initiatives for hotel business units
- Developed and manage annual marketing budget
- Negotiated and curated all ad buying and promotional scheduling
- Managed all hotel and departmental social media channels (IG, FB, LinkedIn, Twitter)
- Graphic design creative for all digital and print materials
- Food and beverage photography including photo-editing
- Created and managed all digital ads for hotel, brand, and restaurant concepts
- Developed and strategized press and media communications
- Developed Marketing strategies for all hotel initiatives
- Special event planning and marketing; Holidays, New Year’s Eve, St. Patrick’s Day
- Experience with content management systems such as HootSuite

Director of Food & Beverage - *Marriott Syracuse Downtown* (Nov 2015 - Sep 2019)

- Oversaw planning, concepting, and development of multi-unit food and beverage department including: Eleven Waters, Shaughnessy's Irish Pub, Cavalier Room
- Planned and executed several successful hotel special events: SU Football Tailgates, Rock the Block Parties, St. Patrick’s Parade Party, New Year’s Eve Gala
- Budget, forecast, and P&L accountability for \$12m F&B business unit

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- Managed all F&B Marketing strategies; social, print, digital, mobile, radio and TV
- Menu building with full cost analysis and pricing comps
- Achieved top 10% in brand service scores
- Built beverage program that achieved budgeted revenue and cost every quarter
- Developed logos, branding and digital identities for all restaurant concepts
- Built all facets of F&B operation including: ops manuals, LSOPs, and procedures
- Curated critical path for all outlet openings from concept phase to opening
- Built and executed marketing plan, hotel liaison for all hotel PR initiatives
- Experienced securing sponsorship dollars from in-market food & beverage vendors
- Co-produced ABC affiliate Newschannel 9's "Bridge Street" broadcast from the hotel for 8 weeks

Bull & Bear Syracuse - General Manager, multiple locations (Feb 2015 - Nov 2015)

Turning Stone Resort Casino - Food & Beverage Manager (Feb 2012 - Feb 2015)

Education

Associate Degree - Business Administration - Columbia College - Syracuse, NY May 2006

Certifications

- ServeSafe Manager
- TIPs Trainer Certified

Skills

- Adobe Creative Suite - Graphic Design & Logo Design
- Food and Beverage Photography
- Public Relations, media management
- Microsoft Office, iOS
- Hootsuite
- Screencloud
- OpenTable
- Bento Box & Wix websites

References

Melissa Oliver - Hotel Manager - Marriott Syracuse Downtown (Former Manager)

melissa.oliver@marriott.com | 315-573-4488

Jon Mathews - General Manager - Marriott Syracuse Downtown (Former Manager)

jon.mathews@marriott.com | 480-628-6001

Todd Plouffe - Former General Manager - Marriott Syracuse Downtown (Former Manager)

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