

**General Manager | Executive Leadership & Operations Management**

Seasoned executive leader with over 10+ years of experience in operations management, property oversight, and community leadership. Adept at driving strategic vision, optimizing financial performance, and fostering an empowering workplace culture. Demonstrated success in hospitality, education, and wellness industries, with a hands-on leadership approach to process improvement, guest experience, and team development.

**Qualifications**

Strategic Leadership | Team Development | Financial Planning | Hospitality & Guest Experience | Property and Facilities Management | Performance Management | Coaching and Mentoring | Excellent Communication | Event Management | Sales & Growth | HR & Payroll | Inventory & Operational Oversight | Conflict Resolution

**Work Experience****ALTA COFFEE ROASTERS & WAREHOUSE | Operations Manager**

2022-2024

- Directed operational departments, ensuring efficiency in staffing, inventory control, and financial planning.
- Developed and executed budget plans, forecasting expenses, and tracking financial performance.
- Led hiring, training, and performance management to cultivate a strong workplace culture.
- Created and executed sales strategies, promotions, and revenue growth initiatives.

**MUSHROOM FARM COMMUNITY | Community Lead & Event Manager**

2018-2020

- Oversaw community operations, financial planning, scheduling, and conflict resolution.
- Led strategic initiatives and facilitated workshops on nonviolent communication.
- Managed temporary housing for event attendees in glamping tents, overseeing accommodation logistics and coordinating teams for turnover and maintenance.

**DW CONSULTING | Freelance Operations and Events Manager**

2015-Current

- **Lucidity Festival (2022–2023)** – Managed mindful feeding operations in 2022, overseeing meal service logistics for artists and crew; promoted to General Manager in 2023.
- **Lightning in a Bottle (2023)** – Managed administrative operations for the Compass area, handling schedules, artist relations, and event logistics.
- **Medicine Festival, England (2022, 2024)** – Acted as production and site ops liaison, facilitating communication between teams and ensuring site logistics ran efficiently.
- **Common Grounds Summit, Kauai (2022–2024)** – Led run-of-show operations and logistics, ensuring seamless event execution and coordination across teams.
- **Envision Festival (2014–2024)** – Served in multiple roles, including artist liaison, site operations, pre/post build, and merch booth management, ensuring smooth festival setup, execution, and breakdown.
- **Lightning in a Bottle (2018–2019)** – Led perimeter infrastructure setup, managing a team responsible for security and structural integrity of festival grounds.
- **Bass Coast Festival, Canada (2024)** – Coordinated artist hospitality services, ensuring performers' needs were met and enhancing their overall festival experience.
- **Outstanding in the Field (2018–2019)** – Coordinated catering and event logistics, ensuring seamless farm-to-table dining experiences.

- **Relic Events (2020–Current)** – Provides wedding production services, overseeing event logistics and client experience.
- **The Well Catering @ Wind and Sea, Big Sur (2021–2023)** – Led front-of-house operations, managing guest experience, service flow, and event execution.
- **Pinecone Series (2018)** – Managed hospitality and run-of-show logistics, ensuring a seamless production experience for artists and crew.
- **Still Dream Festival (2017–2018)** – Coordinated volunteer efforts, overseeing recruitment, scheduling, and on-site management to support festival operations.

### **THIRD EYE PINECONES** | *Operations Manager, Sales Manager*

2018-2020

- Managed logistics, sales, and vendor coordination for up to 35 events annually, optimizing product displays and streamlining on-site setup to enhance team productivity and customer engagement.

### **GAIA MA** | *Food Truck General Manager*

2018-2019

- Oversaw daily operations, staffing, and inventory while developing efficient service strategies to manage high-traffic events and ensure consistent food quality.

### **PAPA JOHN'S** | *General Store Manager*

2009-2014

- Led store operations, including staffing, inventory, and customer service, while implementing strategies that improved delivery efficiency and boosted sales performance.

## **Skills & Competencies**

- **Leadership & Team Development:** Coaching, mentoring, and cultivating service-oriented leadership
- **Strategic Planning & Execution:** Operational management, revenue growth, process improvement
- **Financial & Budgetary Planning:** Cost analysis, budget forecasting, financial reporting
- **Hospitality & Guest Experience:** Service excellence, event operations, quality management
- **Property & Facilities Management:** Logistics coordination, maintenance oversight, risk management
- **Project & Event Management:** Large-scale event planning, resource allocation, productivity optimization
- **Temporary & Event-Based Housing Management:** Accommodation logistics, glamping operations, turnover team coordination
- **Carpentry & Large-Scale Art Installations:** Experienced in building stage setups, rigging, and climbable art structures for events. Trained in traditional Japanese joinery techniques.

## **Education & Training**

- 500-Hour Massage Therapy License (Cypress Health Institute, Santa Cruz)
- Extensive Self-Study & Mentorship in Structural Integration Therapy & Bioenergetics
- Multiple Permaculture Design Courses (Costa Rica, California)
- Various Herbalism & Plant Medicine Courses
- Nonviolent Communication & Conflict Resolution
- BLS Certification

## **References**

Available upon request.