

# PHILIP 'KEVIN' ELLIOTT

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## Management Profile

Dynamic, entrepreneurial professional with a notable tenure of success in sales, management, and business development. Solid history of forming strong networks and positive working relationships with all levels of employees, customers, vendors and suppliers. Possesses an outstanding reputation of service focused professionalism.

### Additional Strengths

Digital Strategist skilled in CRM & Marketing Automation, Graphic Design, Video Production & Editing, Content Creation, SEO, PPC, Project Management, Advertising and ROI Reporting. Focused self starter and innovative problem solver with sound decision making and strong follow through. Persuasive communicator with C-level presentation and negotiation skills. Strong relationship building abilities; easily gain rapport across all levels. Can assume a public role in Community and Investor Relations.

## Professional Experience

RenttoCredit.com – Mandeville, LA

March 2016 – Present

### Chief Technical Officer

Executed solo build of a fully automated system for collecting, verifying and furnishing rent payment data to TransUnion and Equifax. Researched, tested, deployed and operated an integrated SaaS stack to include: Infusionsoft, Formstack, Wordpress, Zapier, HubSpot, G Suite, Cloudflare, Hotjar, Google Analytics, Google Ads, Facebook Ads, Zoho, Slack, WebMerge, WP Engine, UberConference, Join.me, 8x8, CallRail, Vimeo and YouTube. Other tools used daily included ZenDesk, Excel, Word, Canva, Photoshop, Illustrator, Trello, Lucid Charts, Soapbox, SEMrush, Yoast and Calendly. In executive role; negotiated, drew-up and executed numerous contracts with Developers and other Vendors, Partners, Investors, TransUnion and Equifax.

- Created workflow [automations](#) for complex business [processes](#)
- Applied for membership, provided necessary documentation, and was approved as a furnisher of rental data to Equifax
- Gained inclusion in an exciting and profitable [project](#) with the City of Monroe, United Way and J.P Morgan Chase to move LMI renters to homeownership.

Gordon Biersch Restaurant & Brewery – New Orleans, LA

March 2016 – Nov 2016

### Asst. General Manager

March 2012 – April 2014

Assisted General Manager in operation of \$5m/yr restaurant & brewery. Managed social media, PR, HR, inventory & POS software systems. Conducted 2nd interviews and new hire orientation. Identified potential trainers and oversaw their certification.

- Coordinated, promoted & executed numerous brewery tours, beer dinners, and seasonal promotions.
- Oversaw many \$30 - 50k restaurant buyouts for clients such as NBC Sports & ESPN on Super Bowl Sunday in New Orleans.
- Produced original video/graphic content for website, Facebook, Instagram, Twitter

## Mellow Mushroom Pizza – Covington, LA

April 2014 – Feb 2016

### General Manager

Oversees all aspects of full service, casual dining pizza restaurant with sales of \$2mil/yr. Manages bar operations incl. ordering, inventory, promotions. Trains & develops staff, ensures quality control, handles all customer service issues, maintains inventory, orders food & supplies, maintains equipment. Is on site 60 hrs / week.

- Has leveraged social media to increase brand awareness and drive sales.
- Has reduced COGS/Labor by 10% over the past year
- Has improved guest satisfaction survey scores to Top 10 of 200 stores

## Mama's – Guntersville, AL

July 2010 – March 2012

### Owner/Operator

Opened & operated a full service Italian restaurant. Trained & developed staff, ensured quality control, handled all customer service issues, maintained inventory, ordered food & supplies, maintained equipment, payed all taxes & license fees, controlled payroll, food & other costs to maximize profitability, prepped & cooked daily.

- Saw sales increase 20% year over year
- Redesigned kitchen to accommodate fryers and introduced 6 new higher margin menu items that now account for 35% of sales

## Mama's – Huntsville, AL

Aug. 2009 – July 2010

### General Manager

Helped coordinate opening of a high volume Italian quick serve restaurant inside the Huntsville Hospital food court. Recipe mapped menu items to formulate pricing. Created menu. Developed order guides, prep lists, HAACP procedures & log sheets, oversaw equipment installation, designed & ordered signage, conducted employment interviews, made hiring decisions, created employee files to ensure full Dept. of Labor compliance, created schedules, trained & managed 15 employees, compiled hours for biweekly payroll submission, created weekly P & L reports.

- Achieved sales of \$3,000 per day from a single outlet open 11am – 3pm
- Maintained a health score of 97 or greater
- Earned the opportunity to open & operate a franchise store

## M & M Kitchens – Hammond, LA

2005 - 2009

### Sales Manager

Oversaw all aspects of a retail kitchen design store. Management responsibilities include hiring, training and supervision of sales staff. Creating purchase orders, ordering, dealing with manufacturers. Receiving shipments, scheduling deliveries. Processing of payments / A.R. Customer service follow-up calls, conflict resolution negotiations. Advertising, marketing, promotions.

Sales responsibilities include "cold-calling" builders to establish new sales channels, measuring and designing kitchens, building friendships, preparing and presenting competitive quotes. Followup. Price negotiations. Closing of sales. Accurate order writing. Coordination of delivery and installation. Service calls after installation, soliciting of referrals.

- Helped grow M & M Kitchens from 20k to 100k per month in gross cabinet sales in 2 years.
- Developed a strong base of builder customers, necessary to insure continued growth in the post Katrina rebuilding market.