

MICHAEL CYR

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OBJECTIVE

To secure a role that leverages and utilizes my 10+ years of experience in marketing/branding, business development, and technology management in the food and beverage industry

PROFESSIONAL EXPERIENCE

The Skinny Pancake, Vermont

Oct. 2014 - Present

Director of Business Development

- Led and managed growth strategies and technology initiatives for a multi-unit, multi-state restaurant group
- Build out, populated, maintained and presented a monthly data dashboard, using KPIs and metrics to help determine company priorities
- Implemented new restaurant technologies and oversaw IT operations, including development and management of POS systems
- Served on company leadership team, contributing thought leadership and development strategy across departments
- Developed and executed and/or delegated advertising campaigns and media buying strategies, including budget creation and management
- Strategized and executed Go-to-Market and PR plan for multiple restaurant openings
- Hired, developed, managed, and mentored a team of professionals
- Utilized Google Suite, Microsoft Office, Project Management software and other analytic tools to optimize marketing campaigns and department efficiency

Omilk NYC, Brooklyn, NY

Dec. 2012 – Sep. 2014

Production Manager

- Managed production accounts, labor, and day-to-day oversight of an early stage CPG brand
- Communicated with grocery buyers to ensure efficient receipt and fulfillment of purchase orders
- Processed invoices and calculated daily production needs
- Planned and executed product tastings at markets and grocers

Table Green/The Cleaver Company, Battery Park, NY

May 2012 – Oct. 2012

Project / Staffing Manager (Seasonal)

- Project managed the opening of a new seasonal outdoor restaurant concept, including the obtainment of permits, outfitting of equipment, hiring, and systems development
- Managed labor, ordering, inventory, and guest experience
- Built and maintained relationships with multiple external stakeholders, such as city officials, non-profits, and vendors
- Achieved profitability in first season of operation

EDUCATION

Saint Michael's College, Colchester, VT, B.A in History, Phi Alpha Theta