

Karli Sandos

DIGITAL MARKETER, GRAPHIC DESIGNER

EDUCATION

Iowa State University

BFA, INTEGRATED STUDIO ARTS

FALL 2015

GRAPHIC SKILLS

TYPOGRAPHY

PRINT DESIGN

PHOTOGRAPHY

PHOTO RETOUCHING

BRAND CONSISTENCY

SIMPLE ANIMATION

SOFTWARE PROFICIENCIES

MICROSOFT SUITE

ADOBE CREATIVE SUITE

POINTS-OF-SALE

(ALOHA, BRIGADE, TOAST, SQUARE)

FACEBOOK BUSINESS

RESTREAM.IO

GOOGLE ANALYTICS

MAILCHIMP

WEB BUILDERS

(WORDPRESS, SQUARESPACE,

WIX, WEBFLOW)

SOUND MIXING

MARKETING SKILLS

EVENT PLANNING & PROMOTION

SOCIAL MEDIA ANALYTICS

(FACEBOOK, INSTAGRAM, YOUTUBE)

ANALYTIC-DRIVEN SCHEDULING

PAID SOCIAL MEDIA ADVERTISING

MAILCHIMP

VIDEO EDITING

SEO

COPYWRITING

PRESS RELEASE WRITING

TRACKING CODES

A/B CAMPAIGNS

GRAPHIC + MARKETING EXPERIENCE

Audience Development Manager, Contract Marketer & Graphic Designer

NOCE JAZZ & CABARET JUNE 2018 – PRESENT

- Creating posters, signage, menus, and merchandise
- Building ticketing and social event pages for all events
- Maintaining online presence with active event calendars, up-to-date information, responding to inquiries and reviews
- Writing, building and distributing press releases and email campaigns promoting productions, VIP events, and COVID-19 policies
- Identifying events which require additional promotion, and creating campaigns through fruition
- Developing and executing social media feed, advertising content calendar
- Drafting live stream content, monitoring streams & engaging with audience, trouble shooting technical errors
- Designing playbill & digitally placed ads
- Auditing social media analytics and link tracking to identify most effective strategies, building index of effectiveness per show genre/following
- Designing new mobile-optimized web site

Communications Director

PROOF RESTAURANT JUNE 2017 – MARCH 2020

- Worked as intermediary between restaurant and PR agency
- Refreshed restaurant brand with ownership and concept transition
- Overhauled web site to improve navigation and readability
- Designed and maintained regularly changing menus, created private event menus and signage consistent with host's visual style
- Ideated, designed, marketed and executed special events
- Curated & created engaging feed and story content
- Collected varietal tasting notes from Sommelier, wrote, organized and designed house Reserve Wine book
- Booked and directed photographers for menu and event photoshoots
- Ideated, planned, marketed and executed special events

Graphic Designer

THE DES MOINES SOCIAL CLUB JULY 2016 – SEPTEMBER 2019

- Worked under Marketing director creating graphics consistent with graphic styles of organization & headline artists
- Branded events digital assets, posters, menus and handbills



DIGITAL MARKETER, GRAPHIC DESIGNER

PROFESSIONAL SKILLS

INVENTORY MANAGEMENT
PRODUCT PRICING
TEAMWORK
LEADERSHIP
PROBLEM SOLVING
COMMUNICATION
TEAM DEVELOPMENT & TRAINING
ABILITY TO LEARN NEW PLATFORMS
TIME MANAGEMENT
TASK PRIORITIZATION
COLLABORATION

MENU SKILLS

COCKTAIL & TREND KNOWLEDGE
FOOD-RESPONSIVE APPROACH
PREPARATION FOR EFFICIENT SERVICE
COST-EFFECTIVE SUSTAINABILITY
NON-ALCOHOLIC PROGRAMMING
BRAND-DRIVEN CONCEPT

SERVICE SKILLS

RESERVATION MANAGEMENT
STRONG ABILITY TO MULTITASK
APPROACHABLE EDUCATOR
FOR GUESTS AND TEAM
SENSE OF URGENCY
COURSED MEAL SERVICE
COMPOSED UNDER PRESSURE
CAN POUR FROM A CAMBRO INTO A
375ML BOTTLE WITHOUT A FUNNEL

CERTIFICATIONS

BASSET
SERVESAFE
TIPS
I-PACT

HOSPITALITY MANAGEMENT EXPERIENCE

Cocktail Consultant

KINSHIP BREWING COMPANY OCTOBER 2020 – APRIL 2022

- Built and implemented cocktail program written for efficient execution with low product waste and high profitability
- Designed ingredients for low waste and long shelf life
- Created brand-driven cocktails with ties back to brewing process and/or visually match graffiti murals within the taproom

Assistant General Manager, Bar Manager

NOCE JAZZ & CABARET JUNE 2020 – DECEMBER 2021

- Assessed state COVID-19 venue requirements, determined & implemented policy changes, communicating changes with staff & public
- Monitored ticket sales & adjusted allotment to fill room with maximum guests within evolving constraints
- Acted as point-of-contact for membership program & guest inquiries
- Ran regular product mix audits
- Reorganized point-of-sale for more efficient use, built partition to accurately track regular service vs rental sales
- Updated inventory with accurate pricing for business model, introduced new products to increase quality and profitability
- Wrote new menus with goals of increased expediency, profitability, reduced product waste & brand-driven-cocktails

Acting General Manager, Bar Manager, Bartender

PROOF RESTAURANT JUNE 2017 – MARCH 2020

- Introduced pricing system, monitored inventory, placed orders
- Calculated hours, gratuity split, and submitted biweekly payroll
- Wrote front of house team schedule
- Ran 21 table floor during dinner service
- Monitored reservation management, communicated projected seating durations with guests and adjusting seatings to fit their time constraints
- Participated in weekly management meetings to plan upcoming events, address previous week's performance, analyze product mix and set goals
- Created cocktail and mocktail menus
- Wrote beer, wine, and non-alcoholic pairings for prix fixe menus
- Conducted regular tastings with suppliers and staff
- Lead daily opening and End of Day procedures
- Created 'Night Bird,' featured on Imbibe's Top Cocktail Recipes of 2019