

**Amy A Potts**  
**45 Shadyside Lane, Milford, CT 06460**  
**203-305-3124**

October 17, 2017

To whom it may concern;

I am looking for a restaurant group that might be seeking an enthusiastic, multi-tasker with a great business background to help them succeed.

My experience in managing projects, bringing people together and setting up procedures mixed with my background in quick service food and drink is a great fit for your group.

For the last year I have worked with a restaurant group that owns 3 bagels stores and a pizza shop. I consulted on and off for years for this group and they asked me to come in full-time for a year to get them organized and more profitable. With my help their profits increased by 10%.

Managing projects and working as a liaison across many corporate functions is something I have done for years for companies such as Alexion, Prudential Financial, Bayer Pharmaceuticals and various other companies.

Additionally, as a volunteer, I have been the manager of the Milford Elks bar for three years. This entails managing staff, working with customers, creating events and cooking. My goal is to make the customers comfortable, spend money, and want to come back.

Please see my resume for more details of my background and I look forward to talking to you further about how I will be a great asset to any group.

Thank you.

Amy Potts

**How I helped a family business increase profits**

- 1** - observed dynamics of the business, 4 stores, and the family 
- 2** - worked with family to create harmony, communications and common business goals 
- 3** - created procedures and reporting systems for stores and company 
- 4** - identified losses and increased profits by 10% 
- 5** - created a plan for the future 

# Amy Potts

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**SUMMARY** *Project manager, business analyst and creative problem solver who is results-oriented. My strength is in being able to assess a situation and find solutions on a short-term basis.*

Self-starter, team leader, creative, resourceful and entrepreneurial-spirited. Experienced digital marketing and IT professional possessing both analytical and creative skills with a love for solving problems, managing projects and bridging the divide between IT and other business groups. Six Sigma.Green Belt and Google Analytics Certified.

**TECHNICAL** Adobe Suite, MS Office, HTML, Drupal, WordPress, Net Objects Fusion, FrontPage, CSS, PHP, ASP, Flash, SQL. PC and Mac. POS Systems Setup – Clover, Talech and Touch Bistro

## EXPERIENCE

**Lox Stock & Bagels Restaurant Group, Bloomfield, CT**      **October, 2016 – October, 2017**  
*Controller for four stores*

**Alexion Pharmaceuticals, New Haven, CT**      **April, 2016 – July, 2016 &**  
*Business Analyst Consultant*      **October 2012 – March, 2013**

**Prudential Financial - Annuities, Shelton, CT**      **March, 2015 – March, 2016**  
*Applications Consultant to Business Intelligence, Sales Tools*

**AAPK Web Site Design, Milford, CT ([www.AAPK.com](http://www.AAPK.com))**      **March, 2011 – March, 2015**  
*Owner (since 1996)*

**Universal Graphics, West Haven, CT**      **July, 2005 - July, 2010**  
*Director Marketing and Digital Store Fronts*

**Bayer Pharmaceuticals, West Haven, CT**      **April, 1999 - June, 2005**  
*Web Master/Marketing/Consultant*

## HIGHLIGHTS

**Lox Stock & Bagels** – Family owned business with four stores who needed to organize their business and raise profits. Through detailed analysis I increased revenue by 10%, found ways to reduce food costs resulting in savings, reduced bi-weekly inventory time by 40% and steadied employee turnover.

Worked with managers to establish common procedures and training for making each menu item, ordering from vendors and dealing with customers. Used social media for engagement among managers and customers.

Created a full reporting system to analyze sales, ingredients, and identify sales trends. Setup and maintained the administrative side of two POS systems – Talech and Clover. Designed digital menus,

printed menus, web sites and on-line ordering system.

**Alexion Pharmaceuticals** - Managed many types of projects with success and on-time delivery; Project management of the migration of web sites from Rackspace to AWS, worked with SharePoint developers, global business owners, vendors and IT to achieve required results. Wrote business cases and requirements, testing plans, and evaluating software for future enterprise implementations.

**Prudential** - Sales tools development, analysis and testing. Mobile app development – created the testing plan for a new sales app; tracking issues, identifying challenges and answers, testing system, mapping data flow and working with vendor. Analytic reporting established for a variety of proprietary sales tools. Used WebTrends, Google Analytics, and Excel to create a monthly reporting dashboard. Content manager and designer - part of the UI/UX team to redesign Sales Portal for the web, mobile and ipad.

**AAPK** - Advised small and large companies on marketing strategies to start or promote their business. Customer-centric. Includes: web design, social media, marketing messages, branding, content creation, blogging, sales presentations, email campaigns, logo design, print collateral and product packaging.

**Universal Graphics** - Responsible for all aspects of on-line Digital Store Fronts: including client liaison, programming, designing, maintaining, overseeing of customer service, monthly billing, developing back-room procedures and forms, and marketing. Created and executed marketing plan, campaigns, and educational programs for selling variable data printing (VDP) and digital services to healthcare companies.

**Bayer Pharmaceuticals** - Traffic coordination of scientific/marketing material projects to facilitate the marketing of the Oncology franchise pre-launch products. Oversaw all aspects of congress booth planning. Served as technical liaison for all e-media projects. Supported and maintained intranet and extranet sites. Provided creative and graphic support. Designed and created large Intranet and Internet sites. Managed the efforts of multiple groups to facilitate the creation of international sites.

## OTHER EMPLOYMENT EXPERIENCE

1995-1997 Administrator	EnviroScience Consultants, Inc., Newington, CT - Marketing
1993-1994	Benefits Concepts, Inc., Glastonbury, CT - Marketing Staff Coordinator
1992-1993 President	Covenant Mutual Insurance Co., Hartford, CT - Executive Assistant to
1990-1992	Northeast Savings, FA, Hartford, CT - Executive Secretary
1989-1990 Specialist	Control Data Business Centers, Avon, CT - Payroll Account Installation
1988-1989 Administrator-Pricing	General DataComm, Inc., Middlebury, CT - Senior Marketing
1984-1987	Pitney Bowes, Inc., Stamford, CT - Senior Marketing Analyst

**EDUCATION** BS in Marketing, emphasis on Computer Science, Susquehanna University, Selinsgrove, PA