

A Power Resume Example (That is guaranteed to “stand out”)
(Maximum length version)

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PROFESSIONAL SUMMARY

5+ years business, customer service and management experience. My key skills include leadership, forecasting, project management, and analytics. I am seeking the role of Project Manager.

PROFESSIONAL EXPERIENCE

Operations Manager, United SF Parking, - Regional Headquarters, San Francisco CA (2021 -) - USFP is one of the largest privately held parking management companies in San Francisco. It gets a 4.7 out of 5-star review on Way.com.)

Accomplishments at United

- **Promoted To Operations Manager** - I generated \$35,000 in new revenue within 7 months. By increasing daily traffic in the garage from 75 daily customers to 150. I accomplished this by constantly advertising vacant monthly parking spots, which led to a total of 35 new monthly accounts within a 7-month time frame. I also used my industry knowledge, relationship building and, project management skills. To speed up the intake of these monthly customers and to better execute related tasks. This eventually led to my promotion. And my approach was later implemented throughout the company.
- **Increased Revenue** - I increased annual profit by \$50,000 from \$200,000 to \$250,000. In order to make up for lost revenue due to the slow season. I started renting out parking spaces for events hosted by other hotels. This new revenue source allowed us to increase revenue by an additional 210%. The skills and tools that I used to achieve this included digital marketing, re-organizing to increase capacity, and adding new software track data on daily customers. The lead engineer told my bosses that, “Ellen is the best manager that I have had within this garage.”
- **Successfully Forecasted** - I generated an extra \$8,000 by forecasting future slow months based on hotel booking information. Having that data allowed me to proactively reach out for new clients. My bosses, after learning about how I was able to overcome these slow months. Stated that “We are impressed with your drive and commitment to keep pushing instead of using the slow months to slack off”. The clients for the events have notified me that they would be using my garage for all future events that would be held at their hotel.
- **Cut Annual Costs** - I cut operating costs by an estimated \$40,000 annually. So that our location is now spending \$40,000 less on annual payroll. I accomplished this by using my process design experience to reformat the way the cars are parked in the garage. I also restructured the customer service procedures between the attendants and guests. With these changes, my employees noted that “The way we are currently parking cars and dealing with customers means that are customers are no longer having to wait forever to receive their cars”. Customers on Yelp have not posted a single complaint since this implementation.
- **Identified A Problem** - We were experiencing an employee theft problem, and no one was accepting responsibility. So I stepped in and took ownership of the problem. I consulted with a group of managers, and then I used the generated data to identify the root cause of our theft problem. I also built a relationship with an employee “super knower”, who helped me find and then provide evidence supporting the release the primary culprit. And after I implemented our new daily shift report. We were able to identify and reduce overall employee theft by nearly 92%.
- **Utilized technology** - I relied heavily on technology in an industry that normally shuns its use. The tools that I used included SpotHero.com, Parkingpanda.com, Wayz.com, and Getaround.com. The president of the

company stated, “That if I had initially known how much you knew about technology, this transition to new technology would have occurred sooner”.

Manager, Ace Inc. - Regional Headquarter San Francisco CA 94111 (19 - 21) - Ace is one of the largest and best managed parking management organizations in San Francisco and receives a 3.7/5 rating on Glassdoor.com

Accomplishments at Ace

- **Successfully Opened A New Site** - I oversaw the start-up of operations at. A new garage owned by a big client resulting in our company making \$300,000 more in revenue the next year. I began the startup process like coaching one of our managers throughout the opening of this new garage. With the help of employees from my other locations, the manager got off to a great start. The primary skill that I used to smooth the transition was relationship building. After the opening of the garage, the new manager noted “I am very thankful that you and your team took the time to ensure that the garage opening went smoothly. The new manager eventually went to our boss explaining how much my team and I had helped him and his team with the opening. And that complement resulted in me getting a bonus. And a pay raise for those employees that helped.
- **Improved Customer Reviews** - When I started managing this location, it had a rating of 2/5 stars on Yelp. And nearly 30% of them were negative. After taking over as manager I generated over \$100,000 in extra revenue. As a result of putting together a plan to change those reviews (Within less than a year, I was able to raise our reviews by one complete star).
- **Reinforce Corporate Values** – When I started, promotions were mostly by favoritism. So I changed the process so that only those that shared corporate values could be promoted. We also shifted our retention efforts so that it’s focused on those employees that held our values. Within six months are complete employee base shared the same corporate values. Once my managers saw how I effectively turned this garage and its employees around based primarily on shared values. They used my location as a training ground for all company new hires.
- **Implemented Technology** - Even though the use of technology is rare in our industry. I convinced management to give it a try. As a result, the newly implemented technology had an \$800,000 impact on revenue. That was because after we implemented this management software (FlashValet, CVPS, and AVPM valet software). We were able to double employee/manager accountability. The software that we implemented also helped us store data that could be used to forecast when the garage would be busy or slow. The implementation of these programs improved are accounting of revenue by 92 %. My bosses were impressed with how quickly I learned these programs. And they noted “that with your current capabilities, you can now be transferred to manage any of our garages without concern.

OTHER BUSINESS EXPERIENCE

Team Lead, Starbucks - Ripon, CA 95366 (17-19) - Starbucks is the largest coffeehouse company in the world, and my location had a 4.0 out of 5-star review on Google Review.

Accomplishments at Starbucks

- **Improved Process Effectiveness** - Under my leadership, our shift increased profit by \$1000 a day. After I used my organizational and management skills to decrease customer wait time by 30 seconds. I did this by working with the manager to create a quality control checklist for each shift. And we required each shift lead to complete it at both the beginning and the end of each shift. Once the checklist was implemented I estimate that are efficiency and production increased from 50% to 89%. My manager stated, “that the next time the area manager visits our store, I’m going to recommend this process as something that all stores should implement”.
- **Improved Customer Satisfaction** - I maintained the lowest service error rate (at 2%) during rush hour times where 100+ drinks were ordered. I estimated that by lowering complaints based on the long wait, that we increased monthly revenue by \$30,000. To help ensure that every drink was high in quality. I implemented a

“shared responsibility” policy in order to ensure that everyone worked as a team. This policy resulted in a higher output of drinks and rarely did we receive a complaint were a drink had to be remade. With this policy, the quality of our work increased to 98% in comparison to previously having at least having 4% to 5% of our drinks being returned. We also added metrics to better track our errors in quality. So that each remade drink was a recorded as a data point for future reference and data driven decision making. A comment from a customer reflected our new approach “I’ve never seen any store push drinks out so fast”. As a result of our new product quality, we saw an increase in monthly revenue, and we received markedly higher ratings on yelp.

- **Solved A Problem** - I estimated that employee theft was costing us \$600 monthly. In order to identify the responsible employee. I used both my analytical skills and store data to determine the best way to catch them.. Once the employee was found and terminated the theft completely stopped. The manager stated, “I’m happy you and the other shift leads were able to handle this independently”.

PROFESSIONAL EDUCATION

My educational focus was on Business Management, College of Business BSBA (22) - SFSU is ranked in the Best Colleges and Universities. And it is one of the most diverse universities on the West Coast.

Learning Focus Areas - Completed a variety of courses or did independent research covering the following topics.

Product Management Product Development Marketing Research Digital Marketing Innovation	Recruiting Top Talent Big Picture Perspective Employee Retention Negotiations Customer Research	Strategic Management Leadership Actions Operations Management Team Management Forecasting
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My Technology And Software Skills - Others have noted that I am experienced and knowledgeable in the following technology areas:

Aha!	ChatGPT 4	G-Suite Applications
Google Analytics	Twitter	Salesforce
CVPS	AVPM	Microsoft Suite

My “Soft” Skills Include - Managers, mentors and references have noted that I possess these soft skills:

Welcoming	Well Spoken	Committed
Organized	Honest	Positive
Proficient	Self-Motivated	Fast-Paced
Supportive	Punctual	Team-Player