

## Contact

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## Top Skills

Catering Sales  
Event Planning  
Event Management

## Languages

English

## Certifications

Sightseeing Guide License

# Adrienne Cooper

Funny Female Foodtrepreneur  
New York

## Summary

I live, breathe, eat, and write about food. I love to bring together my passions for food, comedy and New York City. I dream of bringing together all of my talents on the little screen, the medium screen, and perhaps even the big screen one day.

I've been working in food & beverage for over 10 years, and have been creating and editing content for over 15 years. I've worked with all facets of the industry from private chefs, to restaurants, bars, catering companies, and CPGs to storefront and commercial bakeries, and just about everything in between. When I started leading New York City food tours in 2012, I also started taking comedy classes with Upright Citizens Brigade (UCB) in New York City. I have a background in business, a passion for food, and a humorous view of the world. All of this helped when I started my own company just months later and had to create all content for it.

I can write blogs, articles, commercial scripts, corporate explainers, presentation decks, social media copy, email newsletters, reviews, roundups, comedy scripts, awards show scripts, proposals, business plans, lists, speeches, recaps, essays, satire, recipes, tour scripts, engaging content, and product descriptions.

My organizational skills make me great at production and management, whether in content or live events. I've produced live stage shows and videos and nearly every kind of event you can think of. In marketing, I help my clients strategize their plan of attack through the use of content calendars, messaging, and folios of digital assets.

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## Experience

Future Care Inc.  
Administrative Assistant  
September 2020 - Present (7 months)

New York, New York, United States

Info email management

Database management

Information research

Materials coordinator

### Red Hook Lobster Pound

Brand Manager, Catering Sales, and Office Admin

August 2019 - Present (1 year 8 months)

Red Hook, Brooklyn, NY, USA

Working with ownership and management, I help create and share content on all social channels, our website, and through email.

Manage catering program, from assisting with menu and package creation to promotion and handling of all inquiries that come in through closing and follow-up.

Maintain important project, customer, and hr databases.

Assist with a number of office and HR tasks, like certifications as required by local governments, and by our own company standards.

### Fun Foodie NYC Tours

Founder, Brand Manager, & Tour Guide

November 2012 - Present (8 years 5 months)

Owner and Tour Guide

Seasonally Inspired Walking Food Tours Throughout NYC

I've created and managed this company from the ground up, and am currently on hiatus during this global pandemic.

### I Love The Upper West Side

Contributor

August 2018 - December 2019 (1 year 5 months)

New York, NY

I wrote various articles about my native neighborhood--mostly as it concerns food.

### Damascus Bakery

Marketing Coordinator

September 2018 - March 2019 (7 months)

Brooklyn, New York

Working directly with the owner, R&D, and Sales Director, I was working for helping to launch a completely new product line for the company.

My tasks included creating and proposing a budget for the marketing department, working with the graphics team to create packaging and collateral for the brand line, conducting comp and market research, product testing, developing partnerships with possible vendors who aligned with the branding, hosting events for press and public, script writing and concept creating for possible video ads.

## Flirting with Flavors

### Culinary Assistant

August 2017 - January 2019 (1 year 6 months)

Greater New York City Area

Collaborated on Bi-weekly blog posts and corresponding email blasts, which included recipe testing and photo styling.

Managed social media calendar and channels.

Organized several video shoots with Pamela and other personalities in health and cooking, working directly with the producers, directors, guests, florists, stylists, etc.

Assisted with writing projects, including a 2nd cookbook proposal.

Event management for social gatherings in her Upper East Side and Hamptons homes.

## Hella Co.

### Brand Ambassador

September 2016 - June 2017 (10 months)

Greater New York City Area

Provided education and information about the company's bitters, syrups, and cocktail mixers at various stores throughout Manhattan and Brooklyn.

Represented as a Brand Bartender at several special events.

Developed recipes and content for the website to highlight the company's products and branding.

## Great Performances

### Catering Captain/ Bartender/Server

September 2012 - March 2015 (2 years 7 months)

Set up, served, and broke down events large and small throughout the NY-metro area.

As a floor captain, I worked with a team of several others to manage the execution of service.

As an event captain, I worked directly with the sales team and on-site contacts to oversee an event from start to finish once the contract was signed.

## City Food Tours

### Marketing Associate & Tour Guide

February 2012 - September 2012 (8 months)

Helped to promote the food tour company through social media.

Led 3 of the regular public tours through lower Manhattan as directed by the company's owner.

Assisted with some tour content creation.

Worked with other guides, including the owner, to lead larger group tours.

## Pasha Events

### Catering Sales Manager

October 2011 - December 2011 (3 months)

I was one of two sales managers in charge of selling events both on and off-premise. (On-premise was the exquisite Riverside Church).

In addition to sales, I also worked in operations, overseeing the execution of many of the events that were held at the church.

## Tzell Travel Group LLC

### Sales/Marketing and New Business Development

July 2011 - October 2011 (4 months)

FKA JourneyCorp

Worked closely with full-time Sales Manager to develop new contacts through sales calls and internet research.

Utilized social networking sites for marketing and research.

## Hyatt Regency

3 years 4 months

### Catering/Convention Services Assistant

October 2009 - May 2011 (1 year 8 months)

Jersey City, New Jersey, United States

Handled phone and email inquiries for the department.

Directly assisted the Catering Managers, covering all markets; from scheduling and follow-up to creating proposals, negotiating contracts, and hosting site visits

Handled select small events and rooms only groups, start-to-finish

Acted as a liaison between departments throughout the hotel at various weekly and monthly meetings

## Banquet Coordinator

February 2008 - October 2009 (1 year 9 months)

Jersey City, New Jersey, United States

Helped manage banquet staff scheduling  
Managed daily reports for the banquet operations team  
Payroll Supervision for Banquets Staff and CS Housemen  
Worked closely with Catering, Culinary, and Purchasing departments to insure the success of events

### Star Staffing

Banquet Server and Bartender  
May 2007 - February 2008 (10 months)  
New York, New York, United States

Server for variety of Banquet/Catering functions. Mostly at the Hyatt Regency Jersey City. Duties included full setup, service, breakdown, and sometimes supervision.

### Laila Rowe Jewelry and Accessories

Sales Associate, Key Holder, Assistant Store Manager  
November 2004 - March 2005 (5 months)

Customer service and sales

Opened and closed store, which included cash register responsibilities

Helped with visual merchandising, including in-store and window displays

Assisted Store Manager in several tasks, including scheduling and deposit drops

### Bunge

Summer Intern  
May 2003 - September 2003 (5 months)

Compiled data for the Financial Risk Management (FRM) Group

Collated/assembled product information packages for clients

Performed research for the FRM Group

### Stolt-Nielsen Transportation Group, Inc.

Summer Intern  
2000 - 2002 (2 years)

Data Entry

Filing

Data Processing

Microfilm Transfer

Reception

## Education

State University of New York at Delhi

B.B.A., Hospitality Management with a concentration in Hotel/  
Resort · (2000 - 2004)

Upright Citizens Brigade Training Center

Certificate of Completion, Improvisational, Sketch, and Storytelling  
Comedy · (2012 - 2014)

Windows on the World Wine School

Certificate of Completion, Wine Steward/Sommelier · (2010 - 2011)

French Institute Alliance Francaise

French Language · (2008 - 2010)

mediabistro.com

Creative Writing