

ALICIA MORENO

Restaurant General Manager

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PROFESSIONAL SUMMARY

Restaurant general manager with 12 years in high-volume casual dining, from server to running a \$3.2M, 210-seat location. Known for tight labor and food cost control, steady hiring and training, and guest scores that stay above 4.5 stars. Hands-on leader who coaches FOH and BOH teams in English and Spanish.

PROFESSIONAL EXPERIENCE

Black Rock Hospitality Group, Austin, TX General Manager

Jun 2021 – Present

- Lead 4 managers and 68 hourly team members at Live Oak Grill & Tap, a 210-seat casual dining restaurant with \$3.2M annual sales
- Cut labor cost from 31.4% to 27.9% of sales in 18 months by rebuilding schedules in HotSchedules around Toast sales forecasts
- Brought COGS down 2.6 points to 28.1% with weekly inventory counts in MarginEdge, quarterly vendor bids and tighter portion specs
- Raised the Google guest rating from 4.2 to 4.7 stars (2,900+ reviews) and grew private event sales 40% year over year
- Reduced hourly turnover from 112% to 68% with a 30-day onboarding plan and monthly one-on-ones

Black Rock Hospitality Group, Round Rock, TX Assistant General Manager

Mar 2018 – May 2021

- Ran daily operations at Riverside Cantina, a 160-seat Tex-Mex restaurant (\$2.4M annual sales), closing as manager on duty 4 nights a week
- Set up curbside pickup and delivery on DoorDash and Uber Eats during COVID-19, recovering 85% of 2019 sales by spring 2021
- Trained 25+ servers and bartenders on TABC rules and responsible alcohol service; zero violations in three years
- Placed \$55K in monthly food and liquor orders and handled invoice approvals and vendor credits

Kerbey Lane Cafe, Austin, TX Shift Leader

Jan 2016 – Feb 2018

- Led shifts of up to 18 team members in a 24-hour, high-volume cafe serving 900+ guests a day
- Handled cash-outs, bank deposits and voids in Aloha POS and resolved guest complaints on the floor
- Trained 30+ new servers on service steps, menu tests and allergy procedures

Kerbey Lane Cafe, Austin, TX Server

Aug 2014 – Dec 2015

- Worked 5–6 table sections on peak shifts; top 3 in check average and add-on sales for 8 straight months
- Named Server of the Quarter in Q3 and Q4 2015

EDUCATION

Coursework in Hospitality Management *Austin Community College, Austin, TX*

2014 – 2016

SKILLS

Operations : P&L management, Labor and food cost control, Inventory management, Health code compliance, Hiring and training, Guest recovery

Systems : Toast POS, HotSchedules, MarginEdge, OpenTable, Microsoft Excel

LANGUAGES

English (native) · Spanish (fluent)

CERTIFICATIONS

ServSafe Food Protection Manager — National Restaurant Association, 2024
TABC Seller-Server Certification — Texas Alcoholic Beverage Commission, 2025