

# Amy C. Arendt

## *Qualification Highlights*

- Extensive leadership experience in the areas of building and maintaining successful business operations, to include the following areas: marketing, financials, personnel development, menu/ new product development and facility maintenance
- Strong interpersonal, planning and organizational skills
- Idea generator and creative

## *Employment History*

### **Honey Run Clothing Co., Paradise, CA**

**Owner**

**03/2016-Present**

- Source fabrics and notions. Serve as main contact with all vendors, domestic and international
- Create, maintain and monitor all Amazon and website listings and inventory levels
- Work closely with patternmaker to design sensible, affordable pieces and new products

### **Your Cable Store Inc., Paradise, CA**

**Owner**

**06/2009-Present**

- Created new Amazon listings and analyzed hundreds of existing listings for improvement, project creation
- Monitored monthly sales and progress from all channels
- Managed product development and helped with creation of new brands (Sendt®, YCSbasics™, Candy Cables™)
- Managed brand identities, developed corporate identity and packaging
- Helped to establish relationship with an importing firm, overseas partners and foreign manufacturers

### **American Dairy Queen®, Minneapolis, MN**

**Area Manager,**

**International Division- West Mexico and Caribbean (Operations)**

**02/2007-01/2009**

- Served as the primary contact and operations resource to 7 international licensee groups within W. Mexico and the Caribbean
- Analyzed licensee financial condition and assisted operator/ General Manager in managing controllable expenses. Advised on setting short- and long-term business objectives/ strategy
- Maximized the profits of individual restaurants, thereby increasing the profitability of the corporation
- Coordinated construction timeline, initial training and new vendors for all new store openings
- Provided training for all new product rollouts

**Operations Consultant, West Coast (Operations)**

**04/2003-02/2007**

- Lead the openings of 50+ stores of the Treat Center (DQ®/OJ® mall locations), Dairy Queen® (freestanding, in-line), and Orange Julius® (mall locations) concepts
- Served as primary contact between IDQ Companies and the franchisee throughout the store opening process
- Coordinated timelines and support in the areas of personnel recruit, hiring, training, construction and systems development
- Assisted international partners (Indonesia, Singapore, Malaysia) re-train/ refresh existing staff
- Assisted Thailand licensee group in opening its first Treat Center concept in Bangkok
- Analyzed return on investment (ROI) and advised on setting short- and long-term business plan objectives

**Field Consultant, Southern California (Operations)**

**06/1999-04/2003**

- Corporate liaison to 40 existing Dairy Queen® restaurants in Los Angeles, Orange and San Bernardino counties
- Provided business direction/feedback to restaurant operators on matters such as financial controls, personnel management, facilities, marketing, food preparation and quality, and general business operations
- Identified potential or existing operational issues at restaurant locations and initiated, developed and implemented appropriate solutions and measured results

**University of California, Santa Barbara**

**Resident Assistant, San Rafael Hall (Transfer Floor)**

**08/1996- 06/1997**

- Coordinated and implemented hall activities/ workshops for 400 residents within San Rafael hall.
- Supervised and served as resource to 50 "Transfer Hall" residents.
- Supported, nurtured and aided to a healthy and educational living environment.

*Education*

University of California, Santa Barbara

Bachelor of Arts, Spanish and Latin American Iberian Studies

09/1996-06/1999

Universidad Nacional Autonoma de Mexico

07/1997-06/1998

University of Arizona

01/1995-06/1996

Hartnell College

06/1993-12/1995