

# Sherrilynn Ware

Culinary Marketing Representative



678.457.4570



SLWare@comcast.net



linkedin.com/SherrilynnWare



www.ChefLynn.com/resume

## SKILLS

Merchandise Planning  
& Allocation at Multi-Site  
Retailers

Financial Planning  
& Profit Analysis

Proficiency in Social Media  
Marketing

Vendor Relations & Negotiations

Management/Employee Training  
& Coaching

## HIGHLIGHTS

Financial reporting of **\$1.2B**

Achieved record sales in multiple  
markets up to **40% sales growth**

10-year proven sales growth  
track record

**Won 8 "IBM-BRAVO Awards"**  
and **"IBM Means Service  
Awards"**

**Cooking Matters Leadership  
Award** for volunteering to help  
end childhood hunger

Self-motivated and tenacious professional with 20+ years of diverse roles in nonprofits, government and the corporate sectors

Strong leadership, interpersonal, and communication skills with a proven ability to effectively plan and meet aggressive deadlines on multiple projects.

History of orchestrating successful sales strategies and marketing initiatives designed to increase revenue.

## PROFESSIONAL EXPERIENCE

**2004 – Present**

**Custom Gourmet Solutions**

- Corporate Chef for WellCare Insurance and Georgia Department of Public Health
- Culinary Educator
- Food Blogger

**2006 – Present**

**Kitchen Aid – Culinary Marketing Rep.**

- Responsible for merchandising and inventory control within the assigned territory of six(6) retailers with 33 stores, including maximizing customer sales and controlling expenses.
- Represent Kitchen Aid at monthly marketing events and yearly trade shows to drive brand awareness
- Launch new products in experiential marketing environments and assist in creating social media content to further enhance brand awareness

## EDUCATION

**Georgia State University, Atlanta, GA** - Bachelor of Business Administration in Finance

**Certified Master Gardener for Gwinnett County**

**Culinary Institute of America (CIA, Hyde Park, NY)** –Completed various culinary programs

**Culinary Business Academy**

## VOLUNTEER

**Cooking Matters -Culinary Educator**  
January 2009-Present

Teach adults, kids, and teens how to cook and shop for healthy, low-cost foods on a limited budget.

**Lanier Community Garden-Master Gardener**  
June 2015-Present

Partner with public schools and the local county to ensure that hands-on learning, environmental stewardship and the experience of growing and eating healthy food become a part of every child's life.

- Travel throughout TN, GA, and SC to train and coach associates of major retailers on Kitchen Aid products.
- Develop strong relationships with in-store personnel and management which in turn increases sales via brand loyalty
- Conduct cooking and product demonstrations utilizing Kitchen Aid products

### **1998-2008 IBM – Financial Business Analyst**

- Played a pivotal role in the financial analysis and integration of IBM entities in the US, Latin America and EMEA regions.
- Created, maintained and disseminated comprehensive analytical studies and SQL reports on historical, forecast, and pro-forma financial data on both internal and international customers
- Presented monthly and quarterly analysis of accounting results to senior management to assist them in obtaining annual objectives to be used for corporate reporting
- Assisted corporate executives with the development of quotas, forecasts, and budget analysis on an ongoing basis
- Converted several manual processes into automated query worksheets and new reporting processes that resulted in over \$900K in unbilled revenue
- Trained and mentored new employees and interns