



HECTOR SALINAS

General Manager with 14 years in upscale-casual and hotel restaurant operations, including two opening teams. Currently run a \$6.8M waterfront concept with 62 staff. Background covers full P&L ownership, multi-unit support, union and non-union FOH, and brand-standard audits for a regional hospitality group.

CONTACT INFORMATION



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Charleston, SC

EDUCATION

B.S., Hospitality and Tourism Management
Virginia Tech
May 2011

- ServSafe Manager and Allergen Certified
- TIPS Certified Trainer

KEY SKILLS

- Full P&L ownership (\$6M+ units)
- Prime cost and menu engineering
- Multi-unit and hotel F&B operations
- Restaurant opening teams
- Private events and group sales
- HotSchedules, Toast, Aloha, Micros
- DHEC and ServSafe compliance
- Hiring, retention and supervisor development
- Brand standard audits
- Capital budgeting and vendor contracts

PROFESSIONAL EXPERIENCE

General Manager | Magnolia Wharf Restaurant, Charleston, SC
February 2020 - Present

- Own full P&L for a 210-seat waterfront restaurant doing \$6.8M in annual sales with 62 employees across FOH, BOH, and events.
- Held prime cost between 58% and 60% across 2023 and 2024 despite a 14% jump in protein pricing, by re-engineering the menu twice a year with the executive chef.
- Lifted same-store revenue 11% year over year by adding a private events program that booked 87 buyouts in 2024.
- Reduced hourly turnover from 112% to 71% in 24 months through a referral bonus structure and a 5-week supervisor track.
- Pass corporate brand standard audits at 96+ for 7 straight quarters; lead the team through annual DHEC inspection with no critical findings.

Restaurant Manager | Ashford Hotel & Grill, Greenville, SC
September 2016 - January 2020

- Managed restaurant and in-room dining for a 240-room boutique hotel; oversaw 34 staff across 3 shifts.
- Ran the opening team for a second outlet in the same property, hiring 22 staff and writing the SOP binder used at both restaurants.
- Grew banquet attach rate on group bookings from 41% to 58% by partnering with the sales office on menu packages.
- Led monthly safety and ServSafe refreshers; recorded no lost-time injuries in 38 months.

Assistant General Manager | Linden Row Tavern, Richmond, VA
June 2014 - August 2016

- Second in command at a 160-seat tavern with \$4.2M in annual revenue and a heavy bar mix.
- Built the schedule for 41 hourly employees in HotSchedules and held labor at 28% of sales.
- Ran the floor 4 nights a week and handled all bar inventory after the beverage director left.
- Owned weekly liquor and beer ordering across 130+ SKUs with shrinkage under 1.5%.