

RACHAEL BUCKINGHAM

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OBJECTIVE

A wine industry professional relocating to South Carolina looking to leverage my 6+ years of client-facing management experience and service driven expertise in the hospitality industry.

WORK EXPERINCE

General Manager - Vinoce Vineyards - 2016-Current

- Started in 2016 as a part-time tasting room host.
- Oversee daily business operations as pertaining to the tasting room and winery.
- Responsible for all sales reporting and shipping (DTC & Distribution).
- Created and oversee multi-tiered tasting formats to enhance foot traffic, increase sales, and elevate guest experience.
- Manage Wine Club (currently 400 members, 2 shipments per year) - sales, shipments, marketing, outreach. Increased club sales 20% annually.
- Perform essential Management tasks (scheduling, training, hiring, communication, staff meetings).
- Manage all customer communications.
- Perform weekly/monthly inventory recording, maintenance, and replenishment.
- Manage all marketing, social media and company web site.
- Oversaw and negotiated the buying and sourcing fruit partnerships of 2020 harvest.
- Executed, managed and designed the opening and relocation of the Vinoce Tasting room.

Tasting Room Supervisor - Brown Estate - 2017-2018

- Oversaw sales and daily tasting room operations.
- Managed administrative duties.
- Assisted with human resource management (hiring & training).
- Supervised guest reservations & tasting room flow.
- Supervised all tasting room experiences and events.
- Cultivated and maintained relationships with wine club members, consumers and strategic partners.

Hospitality Coordinator - Mending Wall Winery - 2016-2017

- Hosted all guest experiences and offered concierge services to all customer.
- Managed all shipping accounts and communications with guests.
- Responsible for all social media platforms.
- Handled on and off site events.

EDUCATION

Bachelor's Degree in Communications & Hospitality
College of Charleston, 2015