



# TARA MATHENY

CREATIVE AND INNOVATIVE BRAND EXECUTIVE

## PROFILE

Driven, focused, and innovative brand expert with a strong business acumen in adapting to change and solving problems. Committed to understanding the business model, utilizing supporting data, and seeking out industry knowledge to achieve spot-on decision-making. Currently sought out for brand consulting services; clients include: 23 Restaurant Services, Franklin Development Corporation, Haden Reid Boutique, Axe Republic, and You Glow Spray Tan.

## PROFESSIONAL HIGHLIGHTS

### PARTNER, VICE PRESIDENT of BRAND DEVELOPMENT & DIRECTOR OF BUSINESS DEVELOPMENT

23 RESTAURANT SERVICES | Tampa, FL 2014 - 2020

Founding team member of 23 Restaurant Services management company which manages 19 restaurant locations that generate over \$70MM annually. Conceptualized multiple restaurant brands and consistently introduced new culture programs and service processes to elevate and grow businesses. Guided the evolution of the Ford's Garage restaurant branding and marketing package, a licensee of Ford Motor Company, from a 4-location local franchise to a scalable national model (currently at 16 locations with continued expansion plans).

- ✓ Launched Tiki Docks' flagship restaurant location (\$8MM) amid the 2020 COVID-19 pandemic and simultaneously finished a \$400K redesign of a second location in record time (less than 90 days).
- ✓ Completed full conceptualization, branding, design, menu creation, and buildout of the following restaurant brands: Tiki Docks (\$8MM), Yeoman's Cask & Lion (\$1MM), City Market Eats (\$250K), and SAKE 23 (\$100K).
- ✓ Collaborated with executive peers on a weekly basis to oversee P&Ls, improve daily operations, guide team relations, and map future progress.
- ✓ Advocated for transparent communications with partners, vendors, employees, and customers.
- ✓ Prepared annual marketing budgets and negotiated partner agreements.
- ✓ Recruited, motivated, and supervised a marketing team of 4 to operate advertising, social media, reputation management, digital marketing, customer loyalty programs, graphic design, and public relations efforts for multi-location restaurant brands.
- ✓ Developed the company mission statement and the "1-4-7" culture program.
- ✓ Implemented and formalized a reputation management process and system which resulted in guest retention, increased positive reviews, and improved star-ratings.
- ✓ Created a "L.I.F.T." recovery program to manage team member and customer satisfaction.
- ✓ Authored and designed a "Be the Safest" campaign to implement and communicate our COVID-19 safety protocols and guidelines.
- ✓ Conducted all radio, television, print, and podcast interviews on behalf of the company and our national restaurant brands.

## CONTACT

- 📞 813.504.6146
- ✉️ tara@taramatheny.com
- 📍 Clearwater, FL 33767 \*
- 🌐 taramatheny.com

## KEY SKILLS

Strong Work Ethic  
Quick Problem-Solving  
Confident Decision-Making  
Aggressive Contract Negotiation  
Enthusiastic Employee Engagement  
Professional PR/Media Interviews  
Energetic Campaigns  
Creative Value Propositions  
Effective Brand Revitalization

## TRAITS

Versatile  
Thoughtful  
Creative  
Adaptable  
Perceptive  
Organized  
Resourceful  
Generous  
Coordinated  
Genuine  
Hands-on

\* Willing to relocate

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### FOUNDER

YOU GLOW SPRAY TAN | Tampa, FL

2010 - 2015

Founded award-winning spray tan business with \$2,000 and sold within 5 years for \$150,000. Created both an innovative nationwide business certification program and a proprietary tanning solution for use and resale. Increased sales 20% YoY from inception to sale, resulting in a portfolio of 2,000+ clients.

- ✓ Mentored new business owner by guiding strategic transition that maintained brand consistency, accelerated expansion, and sustained the business's trusted reputation in the community.
- ✓ Launched proprietary Grow Sunless manufacturing to distribute organic sunless products throughout the U.S. and Canada.
- ✓ Managed ecommerce site and inventory for sunless products, applying marketing strategies to generate leads and customers.
- ✓ Hired and trained 8 employees.

### DIRECTOR OF OPERATIONS

BLUESTAR BUSINESS SERVICES GROUP | Tampa, FL

2008 - 2010

Sold business services, merchant accounts, and retail equipment to business owners through inside and outside sales. Promoted after 3 months from Sales Executive to the Director of Operations.

- ✓ Launched an ecommerce sales division which quadrupled revenue within 6 months.
- ✓ Administered company contracts and service agreements with vendors.
- ✓ Accounted for and settled daily debits with cash advance clients.

## ADDITIONAL WORK EXPERIENCE

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| Sales Consultant   Assured RX Compound Pharmacy   Clearwater, FL | 2014 - 2019 |
| Brand Manager   Cheral Floral Studio   Tampa, FL                 | 2009 - 2010 |
| Flight Attendant   Continental Airlines   Houston, TX            | 1999 - 2008 |
| Head Teller   EFFCU   Tampa, FL                                  | 2006 - 2007 |
| Quality Assurance Consultant   Regal Hospitality   Tampa, FL     | 2005 - 2006 |

## PHILANTHROPY

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COMMITTEE MEMBER | EASTERSEALS OF FLORIDA | Tampa, FL

2016 - 2021

- ✓ Event Chair of 2020 and 2021 *A Pair to Remember* event resulting in raising over \$120K.
- ✓ Personally secured over \$60K in sponsorships.

## EDUCATION & CERTIFICATION

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|--|-------------|
| ANNUAL HIPAA TRAINING & COMPLIANCE   | 2014 - 2019 |
| THE INTERNATIONAL CULINARY SCHOOL at THE ART INSTITUTE OF TAMPA<br>DIPLOMA in BAKING & PASTRY<br>ServSafe® Certified<br>Dean's List Honor Roll Student | 2009 - 2010 |
| RADFORD UNIVERSITY<br>STUDIED MATHEMATICS and SPANISH  | 1996 - 1998 |