DORCAS A L CRUMBLEY

PROPERTY OPERATIONS | CAPITAL PROJECTS | HOSPITALITY | SALES & BUSINESS DEVELOPMENT

Lakeland, Florida | deecrumbley@gmail.com | 863-393-6368

EXECUTIVE SUMMARY

Strategic Operations & Business Development Executive with 20+ years of progressive leadership spanning multi-unit hospitality, healthcare, public health administration, and complex capital improvements. Former President & CEO with a proven record of scaling enterprises past $1M+ in annual revenue by building scalable infrastructure, SOPs, and technology-enabled workflows from the ground up. An entrepreneurial, decisive leader skilled at converting operational ambiguity into measurable profitability, strict financial discipline, and seamless cross-functional execution.

HIGHLIGHTED SKILLS

Property & Facility Operations	**Capital Improvement Projects**	**Project Management**	**Budgeting, Forecasting & Cost Control**
Vendor / Contractor Management	**Procurement & Competitive Bidding**	**Hospitality Operations**	**Direct, Group & B2B Sales**
Revenue Growth & Profit Optimization	**Municipal / Regulatory Coordination**	**Emergency & Risk Management**	**Customer / Guest Experience**
Team Leadership & Talent Development	**Human Resources & Compliance**	**Strategic Partnerships**	**New Market & Business Development**

PROFESSIONAL EXPERIENCE

Front Desk Representative

Hilton | Apr 2026 – Present

- Deliver high-touch guest service while driving direct-sales opportunities, Hilton Honors enrollment, and brand loyalty at the property level.
- Trained under a Complex Director of Sales to execute sales, marketing, and revenue management strategies for dual-brand properties.
- Network with local and regional clients to secure new business and grow market share.
- Managed large accounts and maintained a loyal customer base across both properties to support financial goals.
- Analyzed the competitive landscape to position both hotels and meet or exceed revenue and profit targets.
- Maintain strong relationships with existing customers to encourage repeat business and brand loyalty.
- Apply an executive operations lens to frontline workflow, guest recovery, revenue capture, and service consistency; recognized for exceeding enrollment goals and guest-service performance.

Capital Improvement Project Consultant

Eastbridge Management LLC | May 2023 – Present | Contract | Florida

- Lead contract-based project management and strategic oversight for commercial and residential properties experiencing catastrophic loss, environmental remediation, or major capital overhaul; projects typically exceed $50K.
- Manage the full lifecycle from damage assessment and emergency restoration through scope development, budgeting, contractor coordination, inspections, closeout, and market-ready completion.
- Define capital expenditure scopes, solicit and evaluate competitive bids, analyze construction plans, coordinate specialized trades, and monitor resource allocation to protect margins and control overruns.
- Partner with city, county, and state stakeholders on permitting, municipal damage claims, infrastructure failures, code compliance, and asset-safety requirements.

Adjunct Professor – Entrepreneurship

Florida Southern College | Jul 2023 – 2026 | Part-time | Lakeland, Florida

- Teach entrepreneurship and new-business development, translating executive experience in operations, sales, finance, market positioning, and organizational leadership into applied business instruction.

AI Strategy, Digital Transformation & Corporate Training

- Designed and delivered 30+ AI and digital transformation training sessions for executives, entrepreneurs, nonprofit leaders, and students, translating emerging technologies into practical business applications.

• Developed and facilitated hands-on AI certificate courses, workshops, and youth programs, reaching 450+ participants and 200 youth through interactive instruction.

• Trained professionals in ChatGPT, Claude, Gemini, Gamma, HeyGen, and AI-enabled business systems to improve operational efficiency, automate workflows, strengthen marketing, and support revenue growth.

• Advised business owners on AI adoption, digital strategy, and scalable operational solutions, bridging technology with organizational development and workforce readiness.

President & CEO | May 2016 – Nov 2025 | Florida

Essential Catering Solutions, Inc. & Black Swan Venue LLC

- Built and scaled full-service catering enterprise, café/restaurant operation, and premier event venue company to more than three quarters of 1 million in revenue; scaled combined annual revenue beyond $500K before executing a strategic divestment of the catering entity and transition of venue operations to a family-owned model.
- Owned full-cycle sales, pricing architecture, financial performance, procurement, compliance, workflow automation, and asset optimization; drove recurring monthly catering revenue of approximately $35K and venue sales up to $30K.
- Built B2B and public-sector partnerships, including long-term logistics and courthouse operations, while expanding market visibility through regional brand positioning and strategic community relationships.
- Recruited, developed, and led frontline service, culinary, sales, and event teams with a high-accountability culture centered on service excellence and operational execution.

Full-scale food service & Event Planning & Logistics

- Directed short- and long-range business planning and operating strategy across catering, restaurant, and event operations, with accountability for revenue growth, cost control, profitability, budgets, and service standards.
- Partnered across marketing, HR, finance, facilities, vendors, and strategic partners to execute corporate initiatives, renovations, new-location transitions, talent pipelines, and client programs.
- Maintained key military contracts, large company food service, government contracts, stakeholder, municipal, corporate-client, supplier, and industry relationships while mentoring senior leaders and supporting continuous recruitment and training.

Food & Beverage Sales

- Built and successfully scaled catering and event sales strategy, site tours, client solutions, agreements, forecasting, budgets, staffing optimization, and resource allocation.
- Developed and maintained corporate and public-sector business relationships, including Walmart, Coca-Cola, military/National Guard, Geico, and municipal clients.
- Served as a subject-matter resource on food & beverage operations, event trends, client experience, and scalable service delivery using AI Integration.
- Built CRM, integrated all pay systems and created full automation through complete website build from backend to end user experience. Built communications and documentation system for service accuracy and portal pay and seamless AI driven electronic experience for customers.

Human Resources & Risk Management

Essential Catering Solutions | Aug 2014 – Oct 2016

- Built human capital component end-to-end employee lifecycle, onboarding, separations, recruiting, HRIS/documentation, compliance training, employee relations, recognition, communications, and engagement programs.
- Partnered with operational leadership to resolve workforce issues and strengthen a productive, service-centered workplace, maintained courthouse staff compliance procedures for level III or higher clearance personnel.
- Culture creator and trainer: Cultivated a service-centered, accountability-driven workplace culture through employee development, leadership coaching, recognition programs, and consistent operational standards that strengthened engagement, collaboration, and employee retention. Group Procurement Manager

Broadcast Operations & Production

Christ Community Christian Center Church | Sept 1999 – Sep 2023 | Part-time

- Managed purchasing, inventory, supplier relationships, competitive pricing, order fulfillment, quality control, and team supervision for organizational operations.
- Led broadcast production and show direction for weekly church television broadcast, conducted pre and post editing and script writing, training and scheduling staff and volunteer teams.
- Young Adult program organizer, planner and fundraiser planning and orchestrating multi-day conventions and excursions for all youth and young adult programs.

Police Program Coordinator

Lakeland Police Department | May 2012 – Aug 2014 | Lakeland, Florida

- Coordinated youth and community programming, partnerships, events, operational logistics, and stakeholder engagement in a public-safety environment.
- Capital fundraiser for all programs

Field Sales Trainer / Sales & Marketing Specialist

RPM Direct Marketing | Sep 2009 – May 2012 | Contract

- Trained field sales teams in consultative selling, customer engagement, lead qualification, and performance execution; previously supported direct sales and marketing initiatives.

Emergency Management Coordinator

Lakeland Regional Health | Sep 2010 – Feb 2012 | Lakeland, Florida

- Coordinated hospital emergency preparedness, project planning, risk reduction, interagency collaboration, for massive testing project and new construction projects, drills, safety and security briefings and trainings and OSHA compliance.
- Planned all response readiness, maintained emergency response funding and distributed among departments for operational continuity in a complex healthcare environment for 900 bed hospital and 14 off-site locations.

Regional Public Information Officer & Risk Communications Specialist (JIC Chief)

State of Florida Department of Health | May 2009 – Sep 2010 | Florida

- Led regional crisis and risk communications, public information coordination, and Joint Information Center functions during public-health emergencies and multi-agency activations.

Patient Access Representative

Lakeland Regional Health | Dec 2007 – May 2009 | Part-time

- Supported patient access and high-volume healthcare service operations, building a foundation in customer service, workflow discipline, and cross-functional coordination.

Child Development Specialist & Certified Behavior Analyst / Protective Services Placement Manager

Youth & Family Alternatives | Jun 2004 – Dec 2007 | Florida

- Provided child and family services before promotion into protective-services placement management, coordinating complex cases, service resources, documentation, and stakeholder communication.

Broadcast Operations & Production

Christ Community Christian Center Church Inc. | Jun 2000 – Sep 2012 | Part-time progression | Lakeland, Florida

- Progressed through Lighting/Camera Operator, Script Writer, Broadcast Producer, and Broadcast Operations Manager roles, developing expertise in live operations, production coordination, communications, and team execution.

EDUCATION & PROFESSIONAL DEVELOPMENT

Master of Arts, Management & Leadership | Webster University
Master of Arts, Human Resources Management | Webster University
Project Management Certificate | Webster University
Bachelor of Arts, Mass Communications | Florida Southern College