

DAWN CARVAJAL

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EXPERIENCE

CEO | CHIEF FOODIE

THE WILD THYME COMPANY Catering and Event Planning 2005-Present

Owner/Executive Chef, 2005-Present

Off Premise catering company that puts food first, creating thoughtful, creative cuisine. Providing personalized service that goes above and beyond our customer's expectations.

- Lead and motivate executive level team of 6, as well as over 100 employees
- Develop and oversee all strategic marketing & advertising campaigns
- Create successful digital marketing campaigns across multiple social media platforms
- Develop ROI goals, testing plans and segmentation strategies
- Event project management & event operations, venue management
- Menu and food station design
- Brand creation and implementation for new concepts
- Lead and motivate sales team
- Create education programs for team members for professional and personal growth

THE BASH! BOUTIQUE

OWNER

A unique party venue located in the heart of popular neighborhood, North Park, San Diego.

- Branding and marketing
- Supervise management and sales of venue
- Develop sales goals
- Oversee catering and venue operations team

THE WILD THYME TABLE

OWNER

Downtown eatery serving financial district of San Diego. Tasty, organic eats, catering and bar serving classic cocktails.

- Menu Creation in partnership with on-site chef
- Marketing and Branding
- Develop programs to increase sales in restaurant and catering
- Manage bar and beverage operations along with Director of Operations

EDUCATION

Graduate of California Culinary Academy

INTERESTS:

Founding member, Outrigger Hoe Wana'ao, Coronado, CA