



Rodrigo Y. Perez Castro

HOSPITALITY LEADER · OPERATIONS · GUEST EXPERIENCE

● Beloit, WI ● 1+ (608) 931-3773 ● perezrod000@gmail.com ● Bilingual EN·ES

PROFILE

Hospitality leader with 10+ years spanning restaurant management, bar operations, and small-business strategy. Grew my career from the ground up — and lead with deep respect for every role on the team. I pair premium casino-steakhouse leadership with an entrepreneurial, marketing-agency background and community board service, focused on mentoring teams, tightening operations, and delivering an exceptional guest experience.

CORE COMPETENCIES

Restaurant & Bar Operations

Team Leadership & Mentorship

P&L, Budgeting & Cost Controls

Inventory Control & Procurement

Beverage Program Management

Fine-Dining Steps of Service

Labor Scheduling & Staffing

Staff Training & Development

VIP & High-Touch Hospitality

Liquor & Food Safety Compliance

POS Systems

Cross-Departmental Collaboration

Bilingual — English & Spanish

Community Relations & Advocacy

PROFESSIONAL EXPERIENCE

Assistant Manager

2024 – PRESENT

Council Oak Steaks & Seafood — Hard Rock Casino, Rockford, IL

- Partner directly with the General Manager and Executive Chef to lead daily service at a premium casino steakhouse.
- Own beverage inventory and vendor ordering; implement strategic cost controls across the operation.
- Onboard, train, and mentor front-of-house staff on strict fine-dining steps of service.
- Act as primary point of contact for guest resolution, proactively securing repeat business.
- Partner with catering to execute wine dinners and private functions across all service formats.
- Enforce daily health, sanitation, and liquor-liability compliance across dining room and bar.

Operations Manager & Partner

2020 – 2025

Evolution Digital Marketing Agency — Rockford, IL

- Developed and implemented tailored marketing strategies driving client growth and brand visibility.
- Led cross-functional teams executing multimedia campaigns, video production, and digital marketing.
- Managed client accounts end to end — timelines, budgets, and performance metrics.
- Increased client visibility through social media management, SEO, and targeted advertising.
- Mentored team members in marketing best practices and client relations.

Bar Manager

2017 – 2021

Beloit Country Club — Beloit, WI

- Managed bar and dining-room operations in a high-end country club environment.
- Delivered craft cocktail and fine-wine service; trained and mentored staff.
- Coordinated and executed weddings, banquets, and private events for 500+ guests.

- Oversaw inventory, ordering, cost control, and peak-service scheduling.

Traveling Bartender

2016 – 2017

Chicago Elite Bartending School — Chicago, IL

- Delivered high-end bartending and service at banquets and private events across Chicago, adapting fast to new venues and expectations.

Server Assist / Bartender

2016 – 2017

Entertainment Cruises Inc. — Chicago, IL

- Supported elevated dining service and VIP setups aboard luxury cruise events under strict safety and sanitation standards.

Bartender

2014 – 2016

Clara Bo & Gatsby Winebar

- Provided premium craft-cocktail and curated wine service in an upscale setting; trained new staff and managed premium inventory.

EDUCATION & CERTIFICATION

Bartending / Mixology Certification

Chicago Elite Bartending School · 2017

High School Diploma

Beloit Memorial High · 2016

COMMUNITY LEADERSHIP

Volunteer Board Member

Stateline Literacy Council, Beloit · 2024–Present

Strategic leadership and governance for a nonprofit delivering ESL, GED prep, and citizenship courses; guides marketing, fundraising, and workplace-literacy advocacy.

REFERENCES

Victor Garcia

Executive Chef
(608) 291-3165

George Larsen

Former F&B Director
(224) 392-8630

TC Bell

President, Evolution DMA
(815) 621-8684