

Aidan Zefren Scheuneman

BAR / MARKETING CONSULTANT



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Bar and marketing consultant who treats a bar as a craft and a brand in equal measure. I build programs end to end: cocktail development, pour-cost and margin systems, vendor negotiation, POS configuration, and the staff training that makes it hold. **Opened two upscale concepts in the same month**, drove \$242,327 in bar net revenue in the first two months and returned \$170,839 in gross profit at 16.3% COGS. A Michigan State advertising background means I also build the menus, campaigns, and websites that sell the program.

\$242K

bar net revenue, first two months

16.3%

beverage COGS across both opens

+35%

profit lift in eight months

+10%

guest check average

EXPERIENCE

Beverage Director

Jan - Jun 2026

Kasi & Elite Golf · Brighton, Michigan · concurrent roles

- ◆ Drove \$242,327 in bar net revenue in the first two months, delivering \$170,839 in gross profit while holding COGS at 16.3%.
- ◆ Managed \$71,488 in beverage procurement across 9 vendors and 56 invoices, negotiating strategy and margin targets by category.
- ◆ Built a \$32,057 opening cellar and 250-SKU portfolio across two concepts, aligning product mix to sales goals and brand positioning.
- ◆ Trained bar and FOH teams on upselling and service standards, driving total sales and higher-margin cocktail sales.
- ◆ Owned vendor relationships, purchasing, and Toast POS reporting; tracked COGS %, product mix %, and contribution margins to grow volume.
- ◆ Wrote, costed, designed, and sent to print every menu, including a six-page bar list, a seasonal brunch program, and a second identity for Elite Golf.
- ◆ Delivered a monthly owner performance deck and custom bar-operations software (verseau.bar) that became the standard for tracking program growth.

Bar & Marketing Manager / Bartender

2022 - Nov 2025

Zynda's Smokehouse · Williamston, Michigan

- ◆ Drove a 35% profit increase in eight months by revamping the bar menu, developing high-margin craft cocktails, and curating exotic wine and beer selections.
- ◆ Increased guest check averages 10% through consistent upselling and elevated customer engagement.
- ◆ Led advertising for the restaurant and produced a six-month broadcast campaign with WILX Studio 10, setting the flight schedule and media plan.
- ◆ Designed and built the restaurant's website; ran promotional events and campaigns.
- ◆ Held bi-weekly meetings with distribution reps; supported 120+ covers per night.

Founder

Dec 2023 - Apr 2024

Breaking The Fast · Williamston, Michigan

- ◆ Founded and ran a food catering business, building the strategies that grew the customer base and increased revenue while holding consistent standards.

CAPABILITIES

Cocktail Development

Pour Cost & Margin

Inventory Systems

Toast POS

Vendor Negotiation

Staff Training

Menu Design & Print

Brand Strategy

Advertising & Media Planning

Web Design (HTML, WordPress, Wix)

Adobe Photoshop

Canva

Digital Analytics

English / Spanish / French

EDUCATION & CREDENTIALS

B.A. Advertising Management

Michigan State University · expected 2027

Advertising Internship (ADV 493) · Digital Analytics (ADV 342)

Credentials

Eagle Scout, Troop 63 · led 30+ volunteers to rebuild McCormick Park · TAMS Certified
Microsoft Word Certified