

*beverage director*

# CODY RUSSELL MASHNI

PHONE: 904-553-5818

EMAIL: CODYRUSSELLMASHNI@GMAIL.COM

INSTAGRAM: @CODYLIKESBOOZE

## PERSONAL OBJECTIVE

I'm committed to instilling memorable and meaningful hospitality at all levels of service with every team I manage.

## KEY SKILLS

- Cocktail Development
- Customer Support
- Event Planning
- Relationship Building
- Microsoft Office
- Spirits Knowledge & Education

## EDUCATION

- Paxon School for Advanced Studies, Jacksonville, FL, HS Diploma
- Consejo Regulador de Tequila, CRT Certification
- WSET Spirits Level 2- Passed with Distinction

## RELATED WORK EXPERIENCE

### Director of Beverage Operations

SERVSTAR HOSPITALITY, JACKSONVILLE, FL, 09/2025- CURRENT

- Quality assurance and advising for the beverage programs of nine separate concepts, ranging between restaurants, cocktail bars and dive bars.
- Collaborating with bar managers and bartenders to create and implement semi-seasonal cocktail menus twice annually.
- Overseeing training for all new bartenders and teams at new locations.

### General Manager

SERVSTAR HOSPITALITY (BIRDIES BAR, JACKSONVILLE, FL), 08/2020 - 09/2025

- Responsible for ordering, payroll, staffing, scheduling, event planning, spirit & hospitality training and management of all staff
- Building and maintaining relationships with suppliers and distributors
- Developed a "90's Revivalist" cocktail menu that reflects the character of the bar and neighborhood
- Successfully implementing multiple promotions to drive sales

## **Bar Manager**

SERVSTAR HOSPITALITY (THE SHIM SHAM ROOM, JACKSONVILLE BEACH, FL), 01/2020 - 08/2020

- Maintained the craft cocktail menu for a high-volume two-story cocktail lounge in a heavily trafficked beach bar district
- Responsible for alcohol ordering and staff scheduling

## **Head Bartender**

DOS GATOS COCKTAIL LOUNGE, JACKSONVILLE, FL, 12/2014 - 01/2020

- Contributed multiple cocktails to a seasonally changing, classics-driven menu that won several awards locally
- Helped curate a spirits collection of over 800 spirits, including 100+ agave spirits
- Co-chaired and organized SpookiLau 2018 & 2019, a Halloween block party with several sponsors and 400+ attendees

## **LEADERSHIP**

### **President**

UNITED STATES BARTENDERS GUILD JACKSONVILLE CHAPTER, 03/2020 - 12/2025

- Led a team of Officers tasked with operating a USBG chapter
- Coordinated between brands and venues to plan educational and recreational events as well as cocktail competitions for industry professionals
- Organized the Spring Into Summer Floating Cocktail Competition at Ginnie Springs, Florida with a popular Whiskey brand

### **Southeast Regional Representative**

UNITED STATES BARTENDERS GUILD NATIONAL COUNCIL OF CHAPTERS, 07/2020 - 06/2021

- Sat on a council of volunteers tasked with overseeing the overall direction of the guild on a national level
- Acted as a mediator between the national organization and the individual chapters of the Southeast region

## **RELATED LIFE EXPERIENCE**

### **Logistics Team**

PORTLAND COCKTAIL WEEK, 2025

### **Cocktail Apprentice Program**

TALES OF THE COCKTAIL, 2024

### **A Team**

CAMP RUNAMOK, 2025