Aimee Casugay

AREA MANAGER · MULTI-UNIT OPERATIONS

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SUMMARY

Multi-unit operations leader with 6+ years at Black Rock Coffee Bar. Took over the company's lowest-performing market and flipped it from **-16.5% to +4.2%** same-store sales, then grew Austin to **+7.4%** at **106%** of sales plan. Opened **11 stores**, filled **100 roles** and initiated **41 leadership promotions**. Known for launching new systems and training teams to run them well, while balancing sales, labor, cost and guest satisfaction.

EXPERIENCE

Black Rock Coffee Bar — Area Manager

2020 – Present

Austin Market — **Sep 2025 – Present**

- Grew same-store sales from +6.3% to **+7.4%** and beat sales plan every month, averaging **106%**
- Kept controllable profit above budget every month, averaging **106.6%** (peak 108.9%), after it missed budget 6 of the prior 7 months
- Cut COGS from 30.8% to **25.9%** in two months, 50 bps under budget, with Sysco pars, standard ordering tools and waste reduction
- Staffed, trained and opened a new Austin store, the company's **2nd most successful grand opening of 2025**
- Launched Austin's first Black Rock Leadership Pathway: 2 of 3 participants promoted to Store Lead, 6 more enrolled for Q1 2026
- Rebuilt fundamentals with weekly leadership meetings, daily checklists, declining budgets, variance reporting and one-on-one coaching

San Antonio Market — **Oct 2024 – Aug 2025**

- Took over the company's lowest-performing market at -16.5% same-store sales, flipped it positive by March 2025 and finished at **+4.2%**
- Moved the Naco store from 4th to 2nd quartile while keeping Huebner in the top quartile
- Initiated **20 leadership promotions** to stabilize the market

Across all roles

- Opened **11 new stores**, leading hiring, training and launch so each opened on time and ready to serve
- Filled **100 roles** by building a pipeline of trained, ready leaders, including 41 leadership promotions across San Antonio and Austin
- Launched new systems and trained teams to use them: POS, food menus, management tools, new offerings and the mobile app
- Managed sales, labor, turnover and costs across multiple stores while keeping guest satisfaction high

SKILLS

Operations and P&L	Multi-unit management, store openings, market turnarounds, same-store sales, COGS, controllable profit, budgets and variance reporting
People	Hiring, training, coaching, turnover reduction, leadership pipelines, performance management
Systems	POS, Sysco ordering, scheduling and budget tracking tools; AI for reporting and planning

EDUCATION

Arizona State University — Bachelor of Arts in Communication