

Sculpture Hospitality Announces New Social Media Director

Rex Snyder, Owner of Sculpture Hospitality NW Phoenix, announced today that Martel Watkins has been named Director of Social Media.

PHOENIX, ARIZONA, UNITED STATES, September 10, 2015 /EINPresswire.com/ -- Watkins will manage, and implement the company's Social Media marketing which will encompass content strategy, develop an on-line brand awareness, curate relevant content to reach the company's ideal customers, and monitor trends in Social Media tools, applications and channels. Watkins is a highly motivated individual with experience and exhibits a passion for designing and implementing the Company's marketing strategy, creating relevant content, community participation, and leadership.

"Martel Watkins brings several years of outstanding experience and sound judgment to his new role as Director of Social Media," said Snyder. "Watkins has served as the Senior Auditor for [Sculpture Hospitality](#) NW Phoenix for the past two years and has a proven track record for attention to detail. He knows the company's goals and services extremely well and has developed strong relationships with our stakeholders and staff. We look forward to benefiting from his unique strengths of personality, dedication, common sense, and creativity."



Sculpture Hospitality, formerly known as Bevintel, was founded in 1987 to primarily assist bar and restaurant owners with cutting waste and increasing profits. Every year, the hospitality industry loses an average of 25% due to theft, over-pouring, carelessness, and waste. By analyzing and auditing their liquor, beer, and wine inventory, Sculpture Hospitality identifies losses and develops corrective strategies that result in substantial savings for clients.

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Mr. Snyder states. "We have just recently expanded our professional, state of the art auditing processes to include a food inventory system. We have integrated the same high-quality variance analysis and focused accurate reporting from our Bevinco program into a food inventory program. Our staff works with Chefs and Kitchen Managers to provide them with the tools and systems to make food cost management easier and more efficient. By promoting Mr. Watkins to this role, it is a critical step in moving our company towards new growth and engagement strategies via social media."

For more information regarding Sculpture Hospitality NW Phoenix, please visit www.sharizona.com.

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This press release can be viewed online at: <http://www.einpresswire.com>

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NW Phoenix towards new
growth and engagement
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