

Charlie F. Furnner

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SUMMARY

Marketing and operations manager with a builder's mindset — running social, creative, and day-to-day systems for restaurant brands. **Grew Smokin' Jack's TikTok nearly 4x** and built custom internal tools that automated back-of-house workflows. Founded **LocalPost**, an AI-powered marketing software product for local businesses, and previously scaled Trendcheck Vintage to **\$25K in revenue** as a verified Top Seller on Depop.

EXPERIENCE

Marketing & Operations Manager

Smokin' Jack's BBQ • Milwaukee, WI • Nov 2025 – Present

- Own social media strategy, content production, and community engagement across TikTok, Instagram, and Facebook — **grew TikTok following nearly 4x (200 → 780)** with multiple videos surpassing **20,000 views**.
- Design in-house promotional graphics and campaign creative, including a March Madness bracket challenge and American Family Field concession stand materials.
- Build and manage local partnerships with venues, sponsors, and community organizations to expand brand reach.
- Built custom proprietary internal tools — including a receipt scanner — to automate back-of-house workflows and eliminate manual data entry.
- Delivered an “AI for Restaurants” presentation to the Wisconsin Restaurant Association, positioning the brand as an early adopter in the category.

Founder

LocalPost — Marketing Software • 2025 – Present

- Originally built as an internal marketing tool at Smokin' Jack's BBQ; now expanded into an independent product **automating social media campaign generation** and serving as a centralized marketing calendar for local businesses.
- Currently in beta with live customer feedback informing product direction.
- AI-powered image and graphic generation in active development, shipping soon.
- Lead product, design, and go-to-market end-to-end — including positioning, pricing, and direct outreach to early customers.

Freelance Designer

Tipsy Turtle Patio & Grill • Muskego, WI • Apr 2026 – Present

- Designing full menu suite for the restaurant as the opening engagement, with ongoing scope to include social media management.
- Active LocalPost customer using the platform for campaign planning.

Bank Teller

Kohler Credit Union • Aug 2024 – Jun 2025

- Handled daily teller operations including deposits, withdrawals, cash handling, and end-of-day cash balancing.
- Worked in Fiserv banking software for member account management and transaction processing.

Founder

Trendcheck Vintage • 2023 – 2024

- Launched and ran a vintage clothing business during high school, sourcing and curating inventory for resale — **\$25K in revenue** across Depop and in-person flea market sales.
- Earned **verified Top Seller** status on Depop and grew the storefront to **2,000+ followers** through consistent listings, product photography, and customer service.
- Managed flea market operations including merchandising, pricing, and cash handling.

SKILLS

Marketing. Social media strategy, content production, campaign design, brand partnerships, community engagement, cold outreach.

Design. Brand identity, graphic design, print & digital creative, menu design, social graphics.

Systems, Ops & Sales. Custom internal tools, workflow automation, AI tool integration (Claude, ChatGPT, image gen), back-of-house systems, vendor coordination, direct outreach, in-person retail sales.

Tools. Adobe Creative Suite, Canva, Figma, Instagram / Meta Business Suite, Depop, Google Workspace.

EDUCATION

Cedarburg High School • Cedarburg, WI • Sept 2021 – Jun 2025

High School Diploma.