



PROFESSIONAL SUMMARY

Vision-driven Entrepreneur with career-long record of strategic planning, operations, business development, and sales management success for leading organizations

A dynamic, multilingual, interdisciplinary Professional with the educational background and proven work ethic to guide and support business development, strategic planning, sales and marketing, brand expansion, demand generation, client relations, vendor management, and more across multiple industries. Innovative thought leader who is known for conducting strategic market and consumer research to gain competitive advantage, with the skillset to analyze complex information, manage key projects, facilitate global business, and lead diverse individuals. Out-of-the-box thinker who is comfortable working in teams or independently to ensure solutions consistently meet or exceed business goals. Exceptional training and professional qualifications, with experience as a Property Management Specialist, Export Sales Executive, Founder, Creative Director, and Worldwide Sailor.

PROFESSIONAL EXPERIENCE

[REDACTED], MAY 2020 – PRESENT

FOUNDER & CREATIVE DIRECTOR

- Lead all business development, strategic planning, and sales.
- Manage and optimize all facets of business operations, including financial tracking and analysis, inventory and resource allocation, and social media marketing.
- Conduct comprehensive review of contracts, demonstrating skilled negotiation abilities.
- Field, prioritize, and resolve all customer complaints or issues, developing strong client partnerships with adept problem-solving.
- Direct a team of 5 people in executing all daily operations, providing coaching and training as necessary to deliver superb customer experiences.
- Pilot the creation and maintenance of corporate website content with accurate prices, products, and contact information to generate demand and traffic.
- Streamline processes for monitoring and managing daily social media content production and publishing, including consumer interaction to assess and improve digital branding initiatives.
- Spearhead testing for website changes, predicting user capabilities for use in strategic planning and online marketing.
- Pioneer analysis of consumer demographics and weekly site metrics to correlate trends in sales and site visits, enabling data-driven strategic planning.
- Research and assess social medial and online sources to identify and capitalize upon industry trends to drive sales and business growth.

[REDACTED] Miami, FL, JAN 2021 - 2024. Freelance Property Management.

Resident Services Coordinator | Assistant Property Manager | Short-Term Rental Property Manager.

- Assisted the property manager in managing a portfolio of 58 luxury apartments.
- Managed tenant relations and responded to inquiries and complaints.
- Conducted unit tours for prospective renters and ensured proper lease execution
- Coordinated with maintenance staff to ensure prompt resolution of building issues.
- Communicate with tenants regularly to address questions and concerns.
- Work closely with vendors and contractors to ensure repairs and maintenance are completed to a high standard.
- Directly responsible for maintaining an effective relationship with the Board of Directors and other stakeholders.
- Coordinated with tenants and contractors for maintenance and repair issues, resolving them quickly and efficiently.
- Ensure compliance with federal, state, and local laws and regulations related to property management.

[REDACTED] JULY 2010 – FEBRUARY 2020

EXPORT SALES EXECUTIVE

- Coordinated, negotiated, and established mutually beneficial agreements between parties.

- Liaised with retail owners and customers to understand needs, creating a product line to fill specific market needs and gain competitive advantage.
- Spearheaded creation of operational improvements, yielding both savings and improved profit margins.
- Drove increased profit margins by effectively controlling budget and overhead, optimizing product turns with skilled resource allocation.
- Developed productive relationships with store managers, business owners and distribution partner sales teams by employing industry expertise and knowledge, retail strategies, and sales tactics.
- Increased annual sales volume from 100 to 3,500 units every summer.
- Assessed buying trends, market conditions, and competitor actions to adjust strategies and achieve sales goals.
- Streamlined sourcing processes, gathering and buying all materials needed from Italy, Spain, Indonesia, Brasil and Peru to successfully complete projects.
- Led negotiations with vendors regarding availability, product specifications, distribution, delivery deadlines and price.
- Partnered with photographers and stylists to effectively guide creative processes and showcase private collections with impactful branding.

[REDACTED], MAY 2010 – SEPTEMBER 2012

GODSPEED SAIL YACHT – PRIVATE CONCIERGE

- Coordinated comprehensive operations for round-the-world travel by sailboat, arranging both international and domestic travel accommodations, including airfare, hotel and rental car reservations.
- Processed and attained all necessary tourist visas.
- Traveled to more than 50 countries with a team of 5 on a small 70-foot sailboat, as well as solo, learning about different cultures, peoples, and ways of life to broaden my horizons and cultivate awareness about cultural diversity, adaptability, and resilience.
- Navigated the ship while scanning the seas to spy obstacles, including reef heads that could put vessel in danger.
- Survived a 75mph wind storm and 50-foot waves in the Bermuda Islands.

[REDACTED] GALÁPAGOS, MAY 2002 – DECEMBER 2004

PROPERTY MANAGEMENT VACATION RENTALS

- Created, reviewed, and submitted property operating and capital budgets to ensure efficient and strategic financial management.
- Spearheaded the monthly and quarterly review and analysis of financial statements.
- Led the management of a sufficient number of units to be market-ready at all times.
- Streamlined operations and sales to maximize rental income while minimizing expenses through effective planning and control.
- Evaluated and recommended changes in rental pricing strategies to remain competitive in market.
- Liaised with clients to identify their needs, resolve their requests, and arrange dining and tourist attraction activities, researching various venues and locales to develop local expertise.
- Partnered closely with guests, some VIP or celebrity, with high degree of respect for privacy, developing strong relationships to drive business development and growth.
- Delivered superb customer service, resolving all travel and logistic issues with efficiency.

EDUCATION AND CREDENTIALS

EMERITUS – DIGITAL MARKETING: CUSTOMER ENGAGEMENT, SOCIAL MEDIA, PLANNING & ANALYTICS CERTIFICATE; *Columbia University, NY*

COMPLETED CERTIFICATIONS IN ESL (ENGLISH AS A SECOND LANGUAGE), 2015; *UCLA, CA*

ASSOCIATE OF ARTS (A.A.) IN TEACHING ENGLISH AS A SECOND LANGUAGE (ESL), 2012; *University of [REDACTED] | [REDACTED] | [REDACTED]*

BACHELOR OF ARTS (B.A.) IN COMMUNICATION AND JOURNALISM, 2005; *Universidad [REDACTED] [REDACTED]*

VOLUNTEERISM

HIVQ, RABAT, MOROCCO, 2018

VOLUNTEER

- Supported youth and girls in an extremely disadvantaged area where 80% of young girls do not have access to education.
- Raised awareness of education and taught languages to the children.

ADDITIONAL INFORMATION

Languages: Fluent English and Spanish

Technical Proficiencies: Windows, Mac OS, LAN Wireless, Microsoft Office Suite (Word, Excel), Google Docs, Lightroom, GoPro, Canva, Adobe, Airbnb, Vrbo.

Certifications: PADI Open Water Diver, Yoga Teaching Training 500-Hour, First Aid/CPR

Interests: Sailing, Philosophy, Yoga, Meditation, Silent Retreat, Architecture, Neuroplasticity, Travel, Ocean Conservation, Healthy Eating, Exercise, Human Rights

References available upon request