



Currently reside in El Paso, TX. Open to relocation and domestic/international travel.

**EXECUTIVE LEVEL MANAGEMENT
 EDUCATION * MARKETING * BUSINESS**

Effective and accountable in high-profile management roles – Overcome complex business challenges and make high-stakes decisions using experience/educational-backed judgment, strong work ethic and irreproachable integrity. Respected as a proponent of empowerment and accountability.

Respect and leverage human capital – Motivate, mentor and lead talented professionals. Live the culture and lead by example. Direct cross-functional teams using interactive and motivational leadership that spurs people to willingly give 110% effort and loyalty.

Visionary and charismatic administrator with highly respected strengths in innovative and transformational leadership over instructional programs, school operations, and teaching/professional staffs. Offer 4-year history of dedicated service to diverse student populations, with career chronicled by recognized achievements and awards. Helped design, plan and start new curriculums.

Leadership: Stimulate a positive quality oriented attitude and open to change and implementation. Goal oriented and motivated. Establish trust and cooperation while building network relations. Known for successful “Lean-Forward” leadership style; dynamic teacher/student advocacy; and passionate commitment to providing a challenging, nurturing environment conducive to learning and maximizing the potential of every student.

Instructional training: Conduct training seminars, workshops, and review sessions. Develop and implement curricula and report outcome. Develop and set organizational measures utilizing standard of measurement in service delivery. Solid competencies in quality curriculum development, instructional leadership, facility management, strategic planning, standards/assessment/accountability and faculty development.

Profile and Value



PROFESSIONAL EXPERIENCE

Masoba Innovations, El Paso, TX 2008 – Present
Partner & Director of Marketing, Financial and Operations

Co-founded and operate a service generated business that provides many areas of assistance to both community and business related clients. Handling advertising and marketing, public relations, financial record keeping, and service research and design as well as distribution.

- ☑ Develop valuable business relationships with key clients/constituents
- ☑ Propose new product lines based on changing market needs
- ☑ Effectively control and manage cash
- ☑ Direct company operations emphasizing business development
- ☑ Oversee the implementation of marketing publishing programs for companies such as: GoDaddy, Palo Alto, and Casting Dynamics.

Riofit, Las Cruces, NM 2013 – 2014
Director of Marketing

Directed national product marketing for the company's health and nutrition lines. Oversaw the development and implementation of collateral, pricing strategy and sales support programs. Conducted in-depth analysis on new and existing markets, competitive trends and industry development. Heightened awareness of products through national sales promotions and advertising campaigns. Developed and produced marketing/promotional materials to promote the benefits of the products.

- ☑ Responsible for planning, development and implementation of all of the Organization's marketing strategies, marketing communications, and public relations activities, both external and internal.
- ☑ Oversaw development and implementation of support materials and services for chapters in the area of marketing, communications and public relations.
- ☑ Directed the efforts of the marketing, communications and public relations staff and coordinated at the strategic and tactical levels with the other functions of the Organization.

Radio Shack, El Paso, TX

2010 - 2013

Key Holder/Assistant Store Manager

Merchandised the store and developed unique presentations. Oversaw staff of three sales associates, maintaining schedules, performing evaluations, and conducting training sessions. Accountable for stores' overall look and driving store sales in addition to managing in-store visual merchandising.

- ☑ Greeted every customer with enthusiasm and energy; Conduct daily deposits and reports; Supervise store when Manager is not on duty.
- ☑ Developed close and personal relationships with clients to ensure customer loyalty and retention
- ☑ Developed new accounts, generated growth and profitability, adapt to changing circumstances with innovative sales strategies
- ☑ Participated in receiving, check-in, and stocking of merchandise, prepared products for sale and set planograms

International Business College, El Paso, TX

2005 – 2008

Academic Dean

Personally recruited by Vice-President of IBC and West Campus Director to provide strategic and administrative leadership over all aspects of curriculum and faculty development; recruitment, retention, development, supervision and evaluation of 20 instructors; development of curricula and instructional materials. Responsible for being a facilitator and communicator between the Director and the Faculty. Assist the Director with functions related to the educational realm, specifically with curriculum development and maintaining timely and updated information package preparation to the Texas Workforce Commission, the Accrediting Council for Independent Colleges and Schools, and any other organizations that require updates. Responsible for Program/Catalog Revisions, New Curriculum Development, Annual updates and internal reports.

- ☑ Provided strategic and administrative leadership over all aspects of curriculum and faculty development.
- ☑ Directed all aspects of curriculum development by monitoring, recommending, and preparing necessary documents as well as maintaining, revising and updating new and existing programs curriculum.
- ☑ Responsible for all human resources functions of campus; Hired, trained, supervised, and evaluated all faculty, staff and work-studies; Monitored and arranged instructor schedules.
- ☑ Maintain faculty personnel files including observations and evaluations, in accordance with TWC, ACICS and other related criteria.
- ☑ Organize and coordinate all aspects of faculty in-services and meetings; Coordinate and arrange faculty training including any faculty training development plans.
- ☑ Coordinated, presented and manage all student events to include graduation and new student orientations.

Other position held: Instructor (2004 to 2005)

EDUCATION

- *Master of Science in Marketing*, Southern New Hampshire University, Manchester, NH
- *Dual Master of Arts in Business Management and Human Resources*, Webster University, St. Louis, MO
- *Bachelor of Science in Management*, Park University, Parkville, MO

PROFESSIONAL DEVELOPMENT

- ✓ *Hiring the right faculty for your school*, Career Colleges and Schools of Texas, El Paso, TX, Dec. 2007
- ✓ *Strategies for reaching a College Student*, Career Colleges and Schools of Texas, El Paso, TX, Dec. 2007
- ✓ *Admissions Excellence*, The Source for Training, Inc., El Paso, TX, Jul. 2007
- ✓ *Effort, Enthusiasm and Excellence*, Sidney Hurlbert, El Paso, TX, Jan. 2007
- ✓ *Trauma Management Course*, Joint Task Force North, El Paso, TX, Jun. 2006

CERTIFICATION AND LICENSES

- *State of Texas Notary Public* – Commission Expires 3/17/2019
- *Certified in Microsoft Word and PowerPoint 2003*, Microsoft, El Paso, TX

AREAS OF EXPERTISE

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|---------------------------------------|---------------------|----------------------------|-----------------------------------|
| • Dealing with Complexity | • Supervision | • Supply Management | • Microsoft software applications |
| • Safety Management | • Motivating Others | • Deadline-Oriented | • Adobe Acrobat |
| • Communicating and Presenting | • Organization | • Problem Solving | • Windows Operating Systems |
| • Judgment | • Inventory Control | • Business Writing/Reports | • Knowledge of HTML |
| • Utilization of Financial Software | • Typing | | • Analytical |
| • Experienced with Web Based Programs | • Record Keeping | | • Leadership |