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**EXPERIENCE:**

7/14-Present

**Co-Owner, ShoeLess Management, Burlington, VT**

Property Management

- Manage 74 rental units
- Collect and track monthly rent payments
- Perform all accounting and human resources duties
- Handle requests from tenants
- Perform maintenance and repairs in rental units
- Create and maintain tenant and property database
- List apartments for rent and respond to inquiries
- Coordinate sub-contractors and vendors

03/22-Present

**Interpreter, AALV, Inc, Burlington, VT**

- Provide Spanish-English and English-Spanish interpreting
- Simultaneous interpreting
- Consecutive interpreting
- In-person and remote interpreting
- Medical interpreting
- Interpreting for schools
- Legal interpreting
- Early childhood intervention interpreting
- Real estate interpreting

6/08-6/14

**Marketing Analyst, NatureCity, Boca Raton, FL**

Direct marketing company that sells nutritional supplements

- Create and launch Spanish language Marketing and Sales campaign
- Develop and maintain Marketing, Sales, and Finance Microsoft Access database
- Create queries and reports in database according to Marketing, Sales and Finance data needs.
- Create ad hoc reports in response to requests from Marketing, Sales and Finance departments.
- Maintain and troubleshoot CSR and Shipping software
- Train sales team on CSR software
- Help create and maintain company Facebook page
- Edit weekly topical articles and post to blog

11/06-12/07

**Marketing Analyst, Vigo/Orlandi Valuta, Sunrise, FL**

Subsidiaries of Western Union, niche players in the money transfer industry.

- Assist in development and maintenance of Sales and Marketing Microsoft Access database.

- Create queries and reports in database according to Marketing, Sales and Finance data needs.
- Create ad hoc reports in response to requests from Marketing, Sales and Finance departments.
- Support 75+ person sales team with Marketing Intelligence requirements.
- Train sales team on Marketing Intelligence reporting tool.
- Coordinate and manage national sales meeting and bi-annual upper management meeting.
- Perform all duties related to company vehicle lease program.

02/04-10/06

**Marketing Manager, Honeywell Security, Miami, FL**

Latin American/Caribbean division of global security products manufacturer and distributor.

- Manage all marketing initiatives throughout Latin American and Caribbean regions.
- Develop and implement marketing strategy.
- Create and distribute marketing collateral.
- Provide marketing support to five regional sales representatives.
- Research current and future market trends.
- Perform all domestic and in-country tradeshow functions, including booth design, logistics, development of themes, collateral, invitations, educational presentations, client dinner party and set-up and take down.
- Organize and implement new product launches.
- Develop and maintain customer and prospect databases.
- Send weekly email blasts to databases regarding new products, promotions, etc.
- Create monthly promotions.
- Coordinate and develop all regional media advertising.
- Update English and Spanish language websites.
- Manage marketing budget.

04/02-11/03

**Marketing Coordinator, Aquafarms International, Miami, FL**

Chilean-based farm raised salmon company selling value-added products in the U.S.

- Assisted in development and implementation of global brand identity.
- Developed and executed marketing campaigns in the US, including new product launches.
- Worked in conjunction with ad agency to design corporate logo, packaging and marketing collateral.
- Coordinated all tradeshow activities.
- Managed all public relations functions, including writing press releases and responding to media inquiries.
- Researched and wrote comprehensive report on US smoked salmon market.
- Managed existing customer base.

01/00-08/01

**Co-Owner, Two Trees Landscaping, Williston, VT**

Start-up landscape and snow plow company.

- Solicited and responded to RFP's.
- Conducted contract negotiations and prepared final contracts.
- Developed and executed direct marketing and sales program, including mailings and cold calling.
- Client management.

1/98-11/99

## **Research Analyst, PROMAR International, Alexandria, VA**

Strategic business consulting firm focused on the branded food and beverage industries.

- Developed and managed industry trend monitor.
- Researched new products and social/demographic trends in the alcohol industry to assist clients' formulation of new product development strategy.
- Researched and wrote 250-page volume on processed foods market in Latin America to assist clients in developing country-specific sales and marketing strategies.
- Researched opportunity for trade associations' aquaculture products in Montreal and Toronto markets, utilizing trade publications, field interviews and in-store visits.

2/96-1/98

## **Claims Adjudicator, PHP Healthcare Corporation, Alexandria, VA**

Managed healthcare company

- Researched healthcare needs of detained illegal immigrants.
- Adjudicated medical claims for the Immigration and Naturalization Service.
- Negotiated with doctors and assisted in the creation of physician networks.
- Compiled statistical data regarding the healthcare needs of INS detainees.
- Assisted in construction of Access-based database.

## **Education:**

International University of Valencia

- Master of Arts, Literary Translation, September, 2023

George Washington University

- Master of Arts, Latin American Studies, May 1999.
- Bachelor of Arts, International Affairs, May 1992.
- Hispanic Marketing Communication course, FSU, May 2007
- Student Exchange Program, Madrid, Spain, August 1990-May 1991.
- AFS Junior Year abroad, Viborg, Denmark, July 1996- July 1997.
- Graduate coursework in international marketing, business and economics.

## **SKILLS:**

- Advanced Microsoft Word and Excel.
- Intermediate PowerPoint, Access, FrontPage and Adobe Photoshop.
- Fluent in Spanish and Danish.
- Basic Portuguese, French and Italian.
- Medical interpreter training.
- Literary translation.
- Consecutive and simultaneous interpreting
- Six Sigma Green Belt certification.