

## RICARDO FERREIRA

Aracati, CE – BRAZIL

+55 88 98805-8777

E-mail: [ricardof449@gmail.com](mailto:ricardof449@gmail.com)



06/2017	<b>FLUENT English School</b> <a href="http://www.FluentSchools.com">www.FluentSchools.com</a> <b>Managing Director and Teacher</b>	<ul style="list-style-type: none"> <li>Strategic planning</li> <li>Coordinator. Train and give support to other teachers.</li> <li>Translate documents from Portuguese ↔ English.</li> <li>Be the translator to investors and businesspeople.</li> <li>Sales and Marketing</li> </ul>
10/2016 02/2017	<b>GMH do Brasil</b> <a href="http://www.gmhdoBrasil.com.br/">http://www.gmhdoBrasil.com.br/</a> <b>Project Manager</b>	<ul style="list-style-type: none"> <li>Help Directors to establish a plan to develop Luxury Hotels in Ceará.</li> <li>Appoint meetings with General Contractors, Government Agents, Architects and others</li> <li>Translate documents from Portuguese to English</li> <li>Be the translator to the investors</li> </ul> <p><i>* This project has been aborted for lack of interest and difficulties created by the Government agents.</i></p>
11/2012 09/2016 (6 years)	<b>Hotel Il Nuraghe</b> Canoa Quebrada, Ceará <a href="http://www.Nuraghe-Canoa.com">http://www.Nuraghe-Canoa.com</a> <b>General Manager</b>	<ul style="list-style-type: none"> <li>Strategic Planning</li> <li>Financing: AR &amp; AP, Billing and Invoicing</li> <li>Power of Attorney to completely respond for the property. Represent owner before Banks, Government agents and Courts</li> <li>HR: Hiring, Lay off, Employee Evaluation and Promotions, Salary raises, Training</li> <li>Sales: Rate Strategy, Sales and Marketing, Establishing Plan for Growth and Renovation</li> </ul>
04/2004 09/2010 (7 years)	<b>Grand Palms Hotel-Spa and Golf Resort</b> Florida - USA <a href="http://www.grandpalmsresort.com/">http://www.grandpalmsresort.com/</a> <b>General Manager</b>	<ul style="list-style-type: none"> <li><b>Financial Management</b> – Use of Yield Management software, extranets, GDS, Travel Agencies, Corporate accounts, Searching Engines positioning strategies and Establishing prices to maximize revenue; Cost Control – Analyze fixed and variable expenses reports in a weekly, monthly and yearly basis for acting properly; Capital Budgeting, City Ledger, Income statement analysis and Planning.</li> <li><b>Marketing and Sales Management</b> – Audit, Target Markets, Group sales, Revenue Management, establish plans and Evaluate results.</li> <li><b>Human Resources</b> – Recruitment, Orientation and Training, Employees Evaluation, Exits, Compensation Administration and Turnover control.</li> <li><b>Rooms Management</b> – Housekeeping Operations, Maintenance Engineering, Inventory control and Facility Management.</li> </ul>
03/2002 04/2004 (2 years)	<b>La Quinta Inn &amp; Suites</b> Plantation, Florida- USA <a href="http://www.lq.com/">http://www.lq.com/</a> <b>General Manager</b>	<ul style="list-style-type: none"> <li>Train and supervise Front Desk Representative duties.</li> <li>Use revenue management system to achieve maximum revenue.</li> <li>Budgeting.</li> <li>All financing transactions, such as City ledger, credit cards, petty cash processing.</li> <li>Inventory and supply ordering.</li> <li>Payroll.</li> <li>Forecasting Sales.</li> <li>Customer service</li> </ul>
02/1999 03/2002 (3 Years)	<b>Courpec Lodgings</b> Hollywood, FL - USA <b>General Manager</b>	<ul style="list-style-type: none"> <li>Resident hotel manager.</li> <li>Supervise all aspects of its operations.</li> <li>Optimized room rates through a variety of means to gain occupancy.</li> <li>Managed bank checking and savings accounts.</li> <li>A/P and A/R.</li> <li>P&amp;L.</li> <li>Purchasing.</li> <li>Customer Services.</li> </ul>
03/1990 08/1998	<b>CEF – Government Bank</b> <b>Account Manager</b>	<ul style="list-style-type: none"> <li>Open Bank accounts</li> <li>Investments</li> <li>Analyze and approve loans to small businesses.</li> </ul>




## SKILLS AND QUALIFICATIONS

- ✓ Leadership
- ✓ Accounting and Financial – high knowledge.
- ✓ LAN Networks setup and troubleshooting
- ✓ Programming in C#, Javascript, CSS
- ✓ Microsoft Windows and Office suite proficient.
- ✓ MS Excel programming
- ✓ Fluent English, Spanish and Portuguese.
- ✓ Development of high-performance teams and employee empowerment.
- ✓ Organizational and Operational management.
- ✓ Image Editing using PhotoShop

## EDUCATION

<b>2022</b>	<b>Ipatinga College</b>	<b>Brazil</b>	<b>Software Engineer – Pos Graduation</b>
2021	DevMedia	Brazil	HTML 5 Programming Certificate
<b>2021</b>	<b>UDEMY</b>	<b>Brazil</b>	<b>C and C++ Programming Certificate</b>
2009	Belford University	USA	Business Administrator - Graduation
<b>2008</b>	<b>AH&amp;LA Educational Inst.</b>	<b>USA</b>	<b>Certified Hotel Administrator-CHA</b>
2001	Florida Computer College	FL, USA	Microsoft Systems - Windows Network
<b>1996 to 1998</b>	<b>UNISUL -SC</b>	<b>Brazil</b>	<b>Computer Science</b>

## HONORS RECEIVED

-  **Plaque - Recommended 2005-2006 *Strathmore's Who's Who* for demonstrating Outstanding Leadership in the Hospitality industry.**
-  **Plaque for outstanding services at the Grand Palms Resort**
-  **Hotel - TripAdvisor Traveler's Choice 2015 – Small Hotels**

## VOLUNTARY WORK

### **Canoa Quebrada Hotels and Pousadas Association**

- Helped the growth and integration of its members.
- Helped integration with government agents.
- Helped planning.

### **Green Paradise Hotel Condo**

- Helped Strategic Planning.
- Helped Marketing Planning.
- Defined rates strategy.