

# LUIS PEREZ

## CONTACT

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 [Bold Profile](#)

## SKILLS

- Project Management Certified
- Data Analytics Certified
- Fluent in Spanish
- Microsoft Office (Word, Excel, Project)
- Adobe InDesign & Photoshop, Canva
- Talent Identification
- Social Media Management (Facebook, Instagram, Twitter)
- SEO & Google Analytics
- Sales and Customer Service
- Team Development and Training
- Strategic Planning and Budget Management
- Warehouse Management

## CERTIFICATIONS

- Google Data Analytics Professional Certification •
- Google Ads Certification
- Google IT Support Certification
- Google Project Manager Certification •
- Google Advanced Data
- Intuit Bookkeeping Professional Certificate
- IBM Data Science Professional Certificate

## SKILLS

- Analyzing Data, Proficient
- Sales Skills, Proficient
- Customer Service, Proficient

Highly experienced and goal-oriented professional with over 23 years in management, operations, and customer service. Proven track record in surpassing quotas and achieving continuous revenue growth. Fluent in Spanish, certified in project management, and skilled in data analytics. Exceptional ability to motivate teams, develop long-term strategies, and streamline processes for enhanced efficiency and performance. Organized and dependable candidate successful at managing multiple priorities with a positive attitude. Willingness to take on added responsibilities to meet team goals.

## WORK HISTORY

February 2023 - Current

**Office/Merchandise Manager** *El Paso Rhinos*, El Paso, Texas

- Oversee day-to-day operations and merchandising strategies for the El Paso Rhinos Hockey Team.
- Implemented innovative retail strategies and managed the Rhinos' brand promotion.
- Facilitated communication between team staff and the front office on team-related matters. Designed displays to deliver interactive, engaging, and memorable store experiences for shoppers.
- Maintained updated product knowledge to successfully educate and advise customers.
- Completed efficient store resets to prepare store for special promotions and seasonal updates.
- Reviewed customer feedback to identify trends and improve product selection.

June 2022 - Current

**Warehouse Manager** *Total Wine & More*, El Paso, Texas

- Oversaw upkeep of equipment and physical condition of warehouse, identifying and ordering needed repairs, renovations, and replacements.
- Improved delivery plans with strong scheduling knowledge, organizational skills, and route development expertise.
- Kept documentation and records accurate and up-to-date with latest data to prevent errors in processing or delivery.
- Cleaned and maintained warehouse in compliance with OSHA safety standards.
- Audited inventory, managed warehouse associates, and ensured compliance with safety regulations.
- Established protocols for efficient warehouse operations and improved team performance through training.

June 2019 - July 2022

**Social Media Team Lead** *Total Wine & More*, El Paso, Texas

- Created social media content with consistent content and tone.
- Provided live social media and blog coverage of conferences and executive-level events in partnership with social media team.

- Supervisory Skills: Motivating & Assessing Employees, Proficient
- Technical Support, Proficient
- Project Timeline Management, Proficient

## AWARDS

Top Gun Associate, Best Buy, March 2016, Won Top Gun (Top Sales in Company) Award twice as a Geek Squad Agent and a Samsung Associate.

## VOLUNTEER EXPERIENCE

Candlelighters of El Paso, Ten years of volunteer experience supporting children with cancer and their families.

## LANGUAGES

### Spanish



Native or Bilingual

### English



Native or Bilingual

## ADDITIONAL INFORMATION

Luis Perez has the experience, skills, and dedication needed for the role of Director of Soccer Operations & Assistant General Manager. His extensive background in management, operations, and team development, combined with his bilingual capabilities and willingness to relocate, make him an ideal candidate for this position.

- Utilized social media sites to recruit new employees.
- Managed social media channels to strengthen brand exposure and facilitate engagement.

April 2016 - July 2019

### Samsung Appliance Manager *Best Buy*, El Paso, Texas

- Resolved staff member conflicts, actively listening to concerns and finding appropriate middle ground.
- Accomplished multiple tasks within established timeframes.
- Cross-trained existing employees to maximize team agility and performance.
- Developed and maintained relationships with customers and suppliers through account development.
- Trained staff on Samsung appliances and led sales initiatives to meet quotas.
- Provided leadership and coaching to achieve sales goals and improve team metrics.

April 2015 - April 2016

### Geek Squad Manager *Best Buy*, El Paso, Texas

- Developed and maintained relationships with customers and suppliers through account development.
- Accomplished multiple tasks within established timeframes.
- Cross-trained existing employees to maximize team agility and performance.
- Resolved staff member conflicts, actively listening to concerns and finding appropriate middle ground.
- Managed daily operations and sales goals for the precinct.
- Developed talent through training and coaching, enhancing overall team performance.

## EDUCATION

### High School Diploma or GED

01/2008

### Certification Legal Office Administration International Business College, El Paso, TX

08/2023

### Professional Diploma Sports Communication And Fan Engagement Barça Universitas Online, Online

07/2023

### Professional Diploma Digital Marketing, Sponsorship And Communication Barça Universitas Online