

ALVARO ORMEÑO

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EDUCATION

Columbia University Coding Bootcamp

New York, NY - 2021

Full Stack Web Development Program that covers front and back-end technologies
HTML, CSS, JS, API, JSON, AJAX, SQL, AWS

Florida International University, Chaplin School of Tourism and Hospitality Management

Miami, FL - 2014

Bachelor of Science in Tourism and Hospitality Management
Specialization in Sustainable Tourism

Miami Dade College

Miami, FL - 2010

Associate in Arts, Business Administration

SKILLS

- **Languages:** Spanish (native speaker)
- **Service:** Interpersonal Skills, Attention to details, Positive Attitude, Building Loyalty with Customers, Bilingual Customer Support
- **Technical:** Word Press, Shopify, Email Web-hosting, HTML, CSS, JS, Instagram, Facebook, Microsoft Office, SEO, Google Analytics, Web Content development, Mail Chimp.

PROFESSIONAL DEVELOPMENT

A to Z Media

*New York, NY
2020 - Present*

Founder

- Developed Instagram marketing accounts to create user engagement.
- Utilized Google Trends data to understand what products are selling during Covid Pandemic.
- Reached 95,000 organic followers overall.
- Developed passive income platform based on engagement sales.

Trade Commission of Peru in New York

*New York, NY
2017 - 2019*

Media & Events Management, Commercial Analyst

- Designed and executed social media engagement strategy for all media platforms.
- Coordinated the Peruvian exposure at the Boston Coffee Trade Show.
- Coordinated Pisco events with all Peruvian restaurants in NYC.
- Consulted for specialty foods and textile companies coming from Peru.
- Acted as host for all main events, in charge of introducing attendees to Peruvian Trade Commissioner.

La Cevicheria & Chicks To Go Restaurant

*New York, NY
2016 - 2019*

Sales Manager

- Assisted all cashiers on top hours and reported daily sales to owners.
- Helped with food prepping and service
- In charge of Social Media
- Coordinated event where Latin food and street art clashed to create a day of Latin inspiration with live painted murals designed by local and abroad artists.
- Worked with Rockaway Latin chefs to promote event and fundraise capital throughout sales of specific dishes.

Local Roots CSA

*New York, NY
2017 - 2018*

PR & Marketing Manager

- Produced curated content for social media, photography & video.
- Managed 2 weekly pick up markets where members would select their own vegetables.
- Coordinated sponsorships and partnerships to increase social engagement
- Curated website and designed new lifestyle brand proposal for the owner

Manjar, LLC "Limanjar Dulceria"

*New York, NY
2014 - 2018*

Founder, Kitchen Operations Manager

A high-end online bakery that celebrates the refined confectionary tradition of Lima, Peru.

- Developed sales and marketing plans to introduce product into the U.S. Market.
- Managed and updated Big Commerce sales website platform.
- Attended sales and networking events seeking exposure of brand.
- Managed social media accounts and pitched strategic marketing partners.
- Directed all kitchen operations and production of final product.

