+1 (619) 484-9847

[educa@me.com](mailto:educa@me.com)

linkedin.com/in/leducasal

Results-oriented and with extensive experience in Mexico, Latin America, and the U.S. Hispanic markets, Eduardo is accustomed to leading high-performance teams ensuring that projects are completed on time and with the expected results. Skilled in analytical and strategic planning, he has distinguished himself in the implementation of digital technology in operations, sales, and marketing.

**Education**

**Master of Information Systems**

University of Phoenix

**Marketing Diploma**

ITESM

**Business Management Diploma**

ITESM

**Bachelor of Architecture**

Universidad de Guadalajara

**Skills**

Adaptability

Analytical

Big Picture Thinking

Change Management

Communication

Creativity

Cultural Awareness

Customer Advocacy

Decision-Making

Entrepreneurial Spirit

Interpersonal Skills

Leadership

Learning

Market Dynamics

Negotiation

Presenting

Problem-Solving

Strategizing

Stress Management

Team Building

**Technology**

MacOS / Windows / Linux

MS Office / CRS / CRM / ERP

HTML / CSS / JS

Apache / PHP / MySQL

GitHub / SEO / AWS

**Languages**

Spanish (native)

English (full professional)

French (elementary)

**Eduardo Castellanos**

Seasoned Tourism, Leisure, Aviation, and Marketing Executive

**Experience**

03/2022 – Present / Sino Japan Heaters / San Diego CA

**Regional Sales Manager**

Since his arrival, Eduardo has increased his clients´ portfolio revenue by 27%, implemented a sales reporting system, and created a customized prospecting procedure on the CRM.

12/2019 – 03/2022 / Charter Communications / San Diego CA

**Inbound Sales Representative**

Achieved all assigned goals and KPIs, standing out as one of the top producers.

09/2018 – 12/2021 / ActionLink / San Diego CA

**Merchandising & Sales (Sony DI) Specialist**

Positioned Sony DI products as the best quality and value among his stores’ sales teams, achieving all assigned sales goals and outperforming all competing brands.

05/2018 – 08/2018 / Euromundo / Tijuana MEX

**Regional Manager**

Created the regional sales plan, reorganizing the functional structure of the team.

09/2017 – 04/2018 / Vokarine / Tijuana MEX

**Director**

Developed the company's business plan and implemented the back-office system, as well as the self-service website.

04/2014 – 07/2017 / TAR Aerolineas / Queretaro MEX

**Chief Commercial Officer**

Focused the airline on the business traveler and accelerating growth from one to twelve aircraft in less than two years, achieving monthly revenues of more than eight million dollars.

12/2011 – 04/2014 / Korean Air / Los Angeles CA

**Senior Manager Business Development for Latin America**

Targeted leading travel agencies and large consortiums with business in Asia, promoting high-yield classes. Brought annual sales from one million to four million dollars.

01/2009 – 11/2011 / Plexodus / Tijuana MEX

**Director of Marketing**

Created the business plan, based on open-source software, that was submitted to obtain a federal grant that was used to finance company’s start up.

01/2006 – 11/2008 / Avolar Aerolineas / Tijuana MEX

**Vice President of Sales**

Implemented a hybrid distribution system (internet + travel agencies) that enabled efficient processing of cash transactions, achieving annual sales of more than US$100 million.

02/1997 – 12/2005 / UlterNet / Morelia MEX

**Director & Founder**

Created the first Mexican ISP deployed outside the country’s major cities focused on small businesses and travel agencies (reservation systems, back-office, and VoIP).

01/1988 – 12/2005 / Exytur / Morelia MEX

**Director**

Developed the franchise business plan, bringing together more than 25 business groups with around 300 points of sale throughout the country.