

## SPECIAL SKILLS

Certified Scrum Master  
Certified Product Owner  
Proficient in HTML, CSS, JavaScript, currently studying Python.  
Proficient in Adobe Illustrator, In Design, Photoshop and Pages.  
Proficient in Windows NT, Windows XP, Windows Vista, Linux and Mac OS.  
Proficient in QuickBooks, VinNow, Vin65.  
Able to operate on a MAC and PC.  
Speak, read and write in Portuguese, Spanish as well as English.  
Sales, retention and marketing. Public Relations and event coordinating.  
Ability to create and successfully execute marketing campaigns.  
Vast customer service and client consulting knowledge.

## EXPERIENCE

### 2018 • Present West Wines Healdsburg, CA

Title: Marketing & Operations Manager

- Responsible for sales, marketing and maintaining social media channels
- Responsible for reporting sales, traffic to website and overall outreach to CEO
- Responsible for maintaining website and creating e-blast newsletters
- Responsible for project management

### 2017 • 2018 Castello di Amorosa Calistoga, CA

Title: Hospitality & Events Manager

- Responsible for coordinating, scheduling and executing all events, including booked and wine club
- Responsible for sales, marketing and distribution management
- Assisting in tasting room management and overall customer service
- Booking events and responding to all event inquiries
- Working on delivering the best events within a comprehensive budget

### 2014 • 2017 SRJC – Shone Farm Healdsburg, CA

Title: Wine Club and Marketing Manager

- Responsible for coordinating and running the tasting room at Shone Farm
- Responsible for sales, marketing and distribution management
- Assisting winemaker
- Representing Shone Farm at events throughout the State
- Allocating Wine Club wines and coordinating Wine Club Releases
- Creating an unforgettable experience for wine club members

### 2012 • 2016 Balletto Vineyards Santa Rosa, CA

Title: Sales & Tasting Room

- Providing excellent customer service
- Marketing and outreach to other Sonoma wineries
- Representing Balletto at Hotel pouring and events
- Wine club sign ups, retention and incremental sales

### 2008 • 2010 Gartner Fort Myers, FL

Title: Junior Technology Trends Analyst

- ☑ Help companies decipher technology trends
- ☑ Specialized in Cloud services, and explaining the future technology
- ☑ Communicate with CTO, System Administrators, and Developers, and recommend best practices and steps.

### 2005 • 2008 Soma Intimates, Chico's FAS Fort Myers, FL

Title: Project & Marketing Manager, Liaison to IT Department

- Direct projects from design phase to delivery to stores
- Create, maintain and oversee all production solutions, and delivery best final product within budget.
- Lead for SOX compliance and ensuring the marketing and IT tools were up to standards for auditing.
- Record keeping of Soma production scheduling, store delivery and management.

### **2003 • 2005 MasTec North America Fort Myers, FL**

Title: Project Manager

- Manage disaster recovery
- Oversee sub-contractor agreements, end-products, and project results
- Travel to work-site areas to inspect progress and compliance.

### **2000 • 2003 FindWhat.com Fort Myers, FL**

Title: Account Manager and Parsing Analyst

- Manage accounts
- Ensure websites are compliant with company and legal standards
- Verified that XML strings were functional
- Fixed broken links

### **REFERENCES**

Tim Gordon – 925-482-7229

George Sellu – 530-554-7275

Frank Begley – 917-375-6628