**Naomi Montez**[naomimontez11@gmail.com](mailto:naomimontez11@gmail.com) │ Cell: 202-570-2630 │ [LinkedIn Profile](http://www.linkedin.com/in/naomimontez)

HEAD OF PEOPLE

**Successful, Execution Driven Human Resources Leader** with over 14 years of experience in leading with care and empathy in cultivating strong cultures through supportive and cross-collaborative environments. Emotionally intelligent Head of People with functional focus on change management, strategic human resources on ROI, startups, scaling operations, and employee well-being. Highly organized creative problem-solver with ability to guide startups and teams through challenging projects, scale, and acquisitions. Finely tuned ability to develop and manage multimillion-dollar people-first strategies.

**Core Competencies**

Global Recruiting, Onboarding & Training | Resource & Performance Management │ Skills Inventory   
Diversity, Equity & Inclusion │ Cross-Functional Team Leader │ Performance Appraisal │ Talent Acquisition  
Excellent Written & Verbal Communication Skills │ Organizational Development │ Workforce Planning & Development Brand Strategy | Needs Assessment │ Business Development | Change Management│ Employee Engagement   
Project Management │ Team Building │ Leadership Development │ Employee Benefits | Applicant Tracking Systems

KEY ACHIEVEMENTS

* Developed global company standard operating procedures for employees in the U.S., India, Spain, Turkey, Philippines, and Malaysia. Crafted employee chat rooms and trained upper management on highly effective employee training to reduce turn-over from 90% to below 10%.
* Tried and tested multiple CRM systems to find the right fit for employee needs and maximize production. Instituted a 4-day workweek without a reduction in employee pay or output. Also impacted company morale, reducing call-ins and sick days and increasing employee output by 40%.
* Fostered client relationships that led to the multi-year extension of 98% of client contracts. Sales increased over 647% in first 9 months, resulting in $1M in sales within 1st year.
* Instituted project management system to oversee proper training and education and foster collaborative work environment. Reduced employee error to less than 8%, improved employee morale and teamwork, and saved thousands in training. Redirected to growing client list by over 250%.
* Implemented dozes of SQL Server-stored procedures to automate MZ Digital manual billing operations, saving more than 50 full-time equivalent man hours every month.

PROFESSIONAL EXPERIENCE

**Chief Executive Officer |** MZ Digital Marketing, Washington, DC January 2017 - Present  
*Provide visionary leadership for $2.5 million digital marketing startup offering full-service online marketing strategies.*

* Deliver and drive all aspects of Operations & HR, talent mentoring & coaching, culture, and communications.
* Mastermind day to day operations and growth for all aspects of the business of the company including technology development and all back-office functions.
* Passionate for building a culture of shared consciousness by providing team with relevant and timely updates of company goals and objectives.
* Developed the vision for the organization and guide the planning process to set the direction to achieve the vision.

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**Lead Board Advisor |** Kitchen & Bath Shop Board of Directors, Washington, D.C. March 2019 – October 2021  
*Brought on to deliver and manage market growth for local DMV kitchen and remodeling company to franchise nationally.*

* Collaborated with the Board of Directors/Trustees on the strategic planning and risk management processes.
* Established Corporate Handbook, Field Handbook, Standard Operating Procedures, Vendor Support Book, Marketing Best Practices, and Selling Strategies to enable all 15 locations to reach annual sales goals by 2nd week of 4th quarter. Managed $30+ M P&L.
* Oversaw company’s commitment to operational impact through aggressive pursuit of strategic opportunities and the support of the company’s top tier talent with retention level of 80%.

**Regional Marketing Consultant |** Principal Financial Group, Dallas, TX December 2014 – December 2017  
*Senior employee relation officer leading complex fact-finding assignments as requested by executives and senior management.*

* Increased revenue by over 50% for Top 5 Financial Advisors, reduced new advisor turnover by 60% and increased employee retention by 70%. Assigned territory in Texas and Oklahoma expanded to entire Southwest and Western region covering 6 states and 300+ financial advisors.

**Director of People Operations |** Estée Lauder, El Paso, TX May 2011 – November 2014  
*Senior HR business partner providing Management expertise in leadership, multi-discipline human resource knowledge, project management and outstanding problem-solving skills to C-level executives and direct reports.*

* Took control of a failing location whose sales had plummeted from $1M to $333K and trending downwards. Retrained employees on customer service standards, vision, promise, and mission statement. Increased sales by over $670K within 6 months, beating previous year top sales numbers.
* Spearheaded local marketing campaign for fragrances and partnered with Dillard’s to cross-promote and market, recording one-day advanced sales of $100K which reached $300K within 1 week. Created a “Culture of We” by leading the development of key people processes, programs, policies, operations & rewards; honored by VP as “Director to Emulate” in corporate training videos.

EARLY CAREER EXPERIENCE

**Director of Operations & Franchise Development,** UPS, April 2008 – May 2011  
**People Operations Manager**, Office Depot, May 2004 – April 2008

EDUCATION & CERTIFICATIONS

**Bachelor of Arts – Psychology,** The University of Texas at El Paso  
**Bachelor of Arts –English Rhetoric,** The University of Texas at El Paso  
**Associate Degree – Religious Studies,** The University of Texas at El Paso  
**SPHR – PENDING EXAM 2022**, HRCI

TECHNOLOGY PROFICIENCIES

Microsoft Office (Word, Excel, PowerPoint) | CRM | Monday.com | Slack | GitHub  
Google G Suite | Salesforce | Adobe Creative Cloud | DocuSign | Twilio | Intuit  
Shopify | Eventbrite | Act-On Software | Mailchimp | SurveyMonkey | Intercom  
Spendesk | Wise, formerly TransferWise | Tableau | Marketo