

Hugo Ortiz

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Summary of Qualifications

- Experience in marketing, operations, sales, customer service, public relations, web design and programming
- Bilingual in English and Spanish, ability to adapt to different cultures
- Computer skills: Windows, Mac OS X, MS Office, MS Project, Photoshop, Acrobat, XHTML, HTML and CSS
- Knowledge in business and marketing concepts and applications
- Leadership, sales, coaching, and learning skills

Education

Barry University, Miami Shores, FL - **AACSB Accredited**
Bachelor of Science in Business Administration and Marketing

Business and Marketing Experience

CGS Ventures LLC. Manager; *Sarasota, FL*

December 2008 - Present

- Developed measurable promotional efforts and website to attract more customers
- Increased revenue by 16% in six months
- Reduced cost structure by 30%

Apple Inc. Mac Specialist; *Aventura, FL*

April 2005 - April 2008

- Consistently met and exceeded sales goals and received yearly promotions
- Assisted customers into selecting the right Mac for their target market, provided the right solutions for their needs
- Taught one to one training lessons to customers about the Macintosh platform

COSTA Integrated Marketing Communications. Consumer Intelligence Manager; *Miami, FL*

March 2008 - September 2008

- Performed primary and secondary research projects for clients, facilitated public relations tasks
- Developed new business briefs and consumer intelligence reports, provided input to brainstorming conferences
- Designed process maps for client projects or the agency and interacted with media representatives

Extracurricular Activities

South West Companies Inc. Independent Web Designer and Programmer; *Cleveland, OH*

March 2008 - Present

- Redesigned southwestcompanies.net with a measurable goal in mind, utilized latest web standards to create an accessible and search engine optimized site
- Installed analytics packaged to measure visitor traffic and trends, increased traffic by 74%
- Sold contracts through the site, thus meeting the website goal

Effective Green Club. Vice President; *Miami, FL*

September 2007 - December 2008

- Cleaned up waste and debris from beaches in Miami Beach
- Recycled various materials in areas with out recycling facilities

Interest

Travel, cultures, tennis, golf, good food, career growth, marketing, and entrepreneurship