





SUMMARY

Adaptable post graduate Wine Business student, currently attending University of Adelaide, with 5+ years of work experience. Aiming to leverage a proven knowledge of brand development, key account management and market positioning skills. Great experience in customer service and hospitality. Frequently praised as hard-working and committed by my peers.

ADDRESS

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EDUCATION


 Master in Wine Business
University of Adelaide (Australia)
Expected completion
2020 Semester 2


 Bachelor in Gastronomy
Universidad del Claustro de Sor
Juana (Mexico)
2007-2012

DIPLOMAS & COURSES


 Fundamentals of digital marketing
Google Digital Garage
In Progress

 Diploma in Whisky
Mexican Whisky Academy
2018

 Diploma in Beer
Mexican Sommelier Association
2011

 Diploma in Wine
Mexican Sommelier Association
2010

LANGUAGES

 Spanish
English
French

WORK EXPERIENCE

Magill Estate Restaurant



Waiter

March 2019-Current

Fine Dining service, great focus on customer experience through the sales of luxury pairings. Achieving an excellent teamwork and communication skills.

Beam Suntory (Mexico)



Brand Ambassador

April 2016-January 2019

Related with trade and marketing areas, performing strategies for on and off trade channels. In addition of PR activities and training staff. Reaching and overcoming the KPI's for trainings, off trade presentations and satisfaction level of performance.

Club Mediterranee (Mexico)



Sommelier

February 2015-March 2016

In charge of the wine experiences, sales and training for all the venues in the unit of Cancún and Ixtapa. Overcoming the sales objectives for winter and summer seasons.

La Europea (Mexico)



On Trade Manager

January 2013-February 2015

Responsible in accomplish sales objectives and brand performance for on trade channels, coordinating a group of 3 people and administrating a marketing budget. Accomplishing KPI's and building brand image.



MAIN SKILLS

Adaptability, teamwork, communication, time management, leadership, creative, problem solving, computer and media.