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## HIGHER EDUCATION

UNIVERSITY OF MIAMI | MASTER OF BUSINESS ADMINISTRATION | 1999 - 2001  
Specialization in Marketing

UNIVERSITY OF MIAMI | BACHELOR OF BUSINESS ADMINISTRATION | 1994 - 1998  
International Finance and Marketing Major | Spanish Minor

## EXPERIENCE

OWNER | BLONDE CONCEPTS | 2007 - PRESENT  
Boutique style design studio focusing on graphic design for corporate aesthetic, branding, social media, web design and print.  
Portfolio and clients can be reviewed at [www.blondeconcepts.com](http://www.blondeconcepts.com)

MARKETING DIRECTOR, SALES AND HR | BH CAPITAL PARTNERS, REAL ESTATE DEVELOPMENT | 2002 - 2007  
Managed several real estate projects in the process of condo conversion that included all details from marketing to decorating model units to on-site sales to managing employees at the administrative level to intricate accounting. During these years with the company, it had a portfolio of nearly 3,000 units that were either managed or converted to condominiums.

MARKET RESEARCH, STATISTICAL ANALYST | THE BRAND INSTITUTE | 2001 - 2002  
Conducted market research for pharmaceutical companies testing names for prospective drugs. The research included naming variations based on the type of drug, consumer friendliness and name appropriateness.

PROJECT MANAGER | HERNANDEZ INVESTMENT | 1999 - 2001  
Mortgage company with real estate investments, managed mortgages, investment properties and administration of the office.

PUBLIC RELATIONS | CHERYL ANDREWS MARKETING AND PUBLIC

RELATIONS | 1998 - 1999

Account executive for public relations firm specializing in tourism and hospitality in the Caribbean. Worked press trip for property in Turks and Caicos island.

TEACHING

AUTHORING FACULTY UM ONLINE MBA PROGRAM | UNIVERSITY OF MIAMI | 2015 - PRESENT

Create course content for required Marketing credits as part of the University of Miami online MBA program

LECTURER | UNIVERSITY OF MIAMI | 2015 - PRESENT

Instruct on the subjects of MARKETING FOR ENTREPRENEURS and ONLINE MARKETING

Curriculum Vitae

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SERVICE

IRON ARROW, ZETA TAU ALPHA, 200 CLUB OF MIAMI, AIGA ORGANIZATION FOR GRAPHIC DESIGNERS