

# Yanira Borges

20+ years of business management and 5 years of technical project management. Entrepreneurial mindset with a get-it-done attitude. Quantitative, curious, collaborator, accelerator, enthusiastic and ambitious. Obsessed with process & people improvement.

## EXPERIENCE

### SideKick.Tools, Fort Worth, TX — Co-Founder

Jan 2017 - Present

Developed new-to-world team management software with the vision to improve workplace culture & productivity through peer-driven accountability.

- Surfaced new revenue opportunities, enhancing pipeline to boost revenue company-wide. Increased total sales by 22% across 11 states & Canada.
- Created social media identity, website, and initiatives to promote solutions in the B2B space, focusing primarily on insurance agents.
- Successfully secured \$150,000 of angel investment.

### She Dares Collective, Fort Worth, TX — Co-Founder

Jan 2020 - Present

Built a network of women business owners, community leaders, activists, artists, and influencers who support professional women using a holistic and community driven approach to success and wealth.

- Led the design, development, planning and execution of the organization's vision and mission.
- Acted as coach/advisor/cheerleader/mentor to entrepreneurs and aspiring business owners to execute a vision & generate revenue.
- Developed partnerships with local small business owners to deliver cross collaboration opportunities for members.

### Anita Mallory Designs, Fort Worth, TX — COO & Co-Founder

Jan 2011 - Dec 2016

Managed the commercial launch of a new direct selling company, built from concept to implementation.

- International sourcing, assisting with the design and creative direction.
- Logistics, Import/Export, inspection of factories, quality control warehouse optimization, and inventory management.
- Recruiting and building a large independent salesforce.

### State Farm Insurance Agency, Fort Worth, TX — Agent & Agency Mgr

2003 - 2011

Led day-to-day team management including staffing, training, payroll, cost control, facilities, maintenance, advertising, customer relations, marketing and development of a driven sales and customer service culture.

## EDUCATION

UTA, Arlington, TX — *Languages & International Business*  
Skidmore College, Saratoga Springs, NY — *Psychology*

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## SKILLS

Accelerate Growth

Project Management

Digital & Event Marketing

Website Development

Community Builder

Agile Development

Software Development

Customer Success

## LANGUAGES

Fluent in English and Spanish, Proficient in Portuguese.

## TOOLS

Atlassian-Jira&Confluence, Salesforce, G-Suite, MS Office, Canva, Wix, Email Marketing Engines, Zapier, Payment Gateways & Processors, Quickbooks, Quicken & more.

## ACCOMPLISHMENTS

- [2020 launched a business empowerment community for female entrepreneurs.](#)
- [2020 Best Tech Startups in Fort Worth](#)
- [2018 Entrepreneur of the Year-Finalist](#)
- [Innovators to Watch 2018- by Innovators Edge](#)

