

Jose Latorre

(484) 868-0660 | josealejatorre@gmail.com | <https://www.linkedin.com/in/jlatorre10/> | www.joselatorre.com

EDUCATION

University of Miami Business School

Master of Business Administration

Coral Gables, FL

May 2021

Rollins College

Bachelor of Arts in International Business & Political Science

Winter Park, FL

2014-2018

- **Study Abroad:** The American Business School of Paris

WORK & LEADERSHIP EXPERIENCE

Heydary Group

Director of Marketing & Ecommerce, Printer's Parts & Equipment

Orlando, FL

July 2018 – July 2019

- Managed all digital business operations concerning our 4,000 SKU items. Responsible for QuickBooks reports in accounting, inventory purchasing, management and order fulfillment.
- Led our Marketing department and implemented efficient campaigns using Google AdWords, Google Shopping and Social Media Advertising resulting in a 150% return on investment.
- Analyzed and implemented pricing strategies, order fulfillment optimization, product listings performance reports and competitor analysis. Managed our customer database of 100,000 customers.
- Managed sales channels Shopify, Amazon, Amazon Fulfillment, eBay, Etsy and expanded to Walmart. Resulting in an increase of monthly sales of 15% after two months of implementation.

Brewerlong Law Firm

Marketing Intern

Maitland, FL

January 2018 – May 2018

- Collaborated on all marketing campaigns including professional networking, social media, physical marketing material creation, digital content creation and digital advertisement using Google.
- Led digital marketing campaigns by improving SEO efforts, web traffic optimization, resulting in 15% more website engagement and 10% more lead generating customer data.
- Attended chamber of commerce events, professional alliance groups while implementing the firm's marketing strategy. Implemented email marketing into marketing department operations resulting in Increase exposure and improvement of our customer relationship management system.

Endodontic Partners

Financial & Strategic Manager

Sugar Land, TX

January 2016 – January 2017

- Managed brand creation efforts, strategic business model implementation and marketing department. Coordinated internal accounting system using TDO and QuickBooks to create financial statements.
- Established marketing department by hiring personnel, implementing digital marketing operations, referral systems and customer acquisition strategies. Managed \$20,000 marketing budget while the practice's revenue exited \$1,000,000 during the first year of operation.

SKILLS, ACTIVITIES & INTERESTS

Languages: Fluent in English & Spanish; Limited Proficiency in French

Technical Skills: Shopify | QuickBooks | Sharpspring | Constant Contact | Ecommerce Sales Channels

Certifications & Training: Advanced Certification in Google AdWords & Google Analytics

Activities: Chi Psi Fraternity, Capital Investment Club, Finance Club, Soccer Club, Golf Club

Interests: Entrepreneurship, Strategic Management, Finance & Marketing | Traveling, Golf & Family