

Jose Latorre

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

EDUCATION

University of Miami Herbert Business School

Miami, FL

Master of Business Administration

2019 - 2021

- **Relevant Coursework:** Advanced Financial Reporting & Analysis, Valuation & Financial Decision Making, Financial Investments, Corporate Finance, Financial Modeling, International Finance, Private Equity & Venture Capital, Operations Management & Corporate Strategy

Rollins College

Orlando, FL

Bachelor of Arts in International Business & Political Science

2014 - 2018

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

WORK & LEADERSHIP EXPERIENCE

Heydary Group

Orlando, FL

Director of Ecommerce, Printer's Parts & Equipment

Jul 2018 – Jul 2019

- Managed all digital business operations concerning 3,000 SKU items. Responsible for QuickBooks reports in financial management, capital allocation, accounting, inventory purchasing 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 relationship system of 100,000 customers.
- Expanded into diversified sales channels including Shopify, Amazon, Amazon Fulfillment, eBay, Walmart and Etsy. Resulted in increased revenue streams, cost saving synergies and product placement optimization.

Pivot Business Consulting

Orlando, FL

Business Analyst Intern

Jan 2018 – May 2018

- Worked on two client consulting projects at Brewerlong Law Firm and at BMDM Direct Digital Marketing.
- Analyzed capital allocation projects under our business development budget, executed investments in SEO and website development. Resulted in a 40% monthly user increase and a 10% monthly client increase.
- Prepared business strategy recommendation memorandums and analyzed capital budgeting projects utilizing NPV, IRR & PI criteria. Consulted on FP&A projects and conducted forecasting and variance analysis.

Endodontic Partners

Houston, TX

Financial & Strategic Manager

Jan 2016 – Jan 2017

- Collected, analyzed, and managed quantitative financial data on the performance of the endodontic practice.
- Created financial reports, analyzed financial statements and developed strategic recommendations to senior management to improve our competitive positioning, our cost structure and overall profitability.
- Prepared financial models, forecasts, sensitivity variance analysis in order to optimize financial decision making. Conducted financial performance analysis and presented recommendations on cost saving strategies, additional revenue opportunities, profitability maximization and optimal project capital allocation.

SKILLS, ACTIVITIES & INTERESTS

Languages: English & Spanish (Bilingual); Limited Proficiency in French

Technical Skills: Shopify | QuickBooks | Excel | Bloomberg Terminal | Ecommerce Sales Channels

Certifications & Training: Google AdWords & Analytics, Bloomberg Portfolio Management & BMC

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

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