|  |  |  |
| --- | --- | --- |
|  | Alix A. ZavarizHospitality ManagerEnsenada, Baja California, Mexico/ +(52) 664 205 0631 / alixzavariz@gmail.com |  |
|  |  |  |
|  | Professional ObjectiveSupport business decision-making through provision of best of worldwide wine industry knowledge.  |
| Education**Direction and Management of Wine Tourism Businesses**Universidad Internacional del Vino Valladolid, EspañaCurrent**Sales and Marketing Diploma**Universidad Cetys Tijuana2016**Bachelors in Hospitality Administration**Universidad Iberoamericana Mexico City2009 - 2014**Educación Complementaria****WSET Level 2**2021**English First**Intensive English SemesterVancouver Canada2009Key SkillsProject ManagementBudgetingGoal and objective orientedProblem solvingInitiativeLeadershipEmotional IntelligenceSales strategy  | Professional Experience**2020 - Present****Wine Tourism Manager****Bodegas de Santo Tomás, Ensenada, Mexico**Business-wide wine tourism direction, management and sales**2021 - 2022****Independent Consultant****Hotel Nook, Tijuana, Mexico**Led operations and administration of 17-room boutique hotel **2019 - 2020****Operations and Finance Manager****Coyote Proyects Group, Tijuana, exico**Administration, finance, accounting for business group focused in commercial spacesDevelopment of administrative and operational processesPurchase and inventory managementAcquisition of government permits **2017 - 2020****Owner/General Manager****Laka-Laka, Tijuana, Mexico**Brand creation and developmentAdministration, finance and accounting for restaurant/barDevelopment of administrative and operational processesMenu design and costsOperational permitsMarket strategySales **2016 - 2017** **Owner/ General Manager****María Morita, Tijuana, Mexico**Brand creation and developmentAdministration, finance and accounting for restaurant/barDevelopment of administrative and operational processesMenu design and costsOperational permitsMarket strategySales**2015 – 2016****Administrative and Operational Manager****Bodegas del Valle , Valle de Guadalupe, Mexico**Restaurant and events planning and administrationDevelopment of administrative and operational processes **2014 – 2015****Food and Drinks Manager****Casa Baloyán, Tijuana, Mexico**Administration and operations of banquets and wine tastings**2013 – 2014****Operational Coordinator for Wine Tourism****L. A. Cetto , Valle de Guadalupe, Mexico**Operational management of wine tourism activities   |
|  |  |