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|  | Alix A. Zavariz  Hospitality Manager  Ensenada, Baja California, Mexico/ +(52) 664 205 0631 / alixzavariz@gmail.com | | |  |
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|  | | Professional Objective Support 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, España  Current  **Sales and Marketing Diploma**  Universidad Cetys  Tijuana  2016  **Bachelors in Hospitality Administration**  Universidad Iberoamericana  Mexico City  2009 - 2014  **Educación Complementaria**  **WSET Level 2**  2021  **English First**  Intensive English Semester  Vancouver Canada  2009 Key Skills Project Management  Budgeting  Goal and objective oriented  Problem solving  Initiative  Leadership  Emotional Intelligence  Sales 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 spaces  Development of administrative and operational processes  Purchase and inventory management  Acquisition of government permits  **2017 - 2020**  **Owner/General Manager**  **Laka-Laka, Tijuana, Mexico**  Brand creation and development  Administration, finance and accounting for restaurant/bar  Development of administrative and operational processes  Menu design and costs  Operational permits  Market strategy  Sales  **2016 - 2017**  **Owner/ General Manager**  **María Morita, Tijuana, Mexico**  Brand creation and development  Administration, finance and accounting for restaurant/bar  Development of administrative and operational processes  Menu design and costs  Operational permits  Market strategy  Sales  **2015 – 2016**  **Administrative and Operational Manager**  **Bodegas del Valle , Valle de Guadalupe, Mexico**  Restaurant and events planning and administration  Development 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 | | |
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