

Alix A. Zavariz

Hospitality Manager

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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
Paused

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 Projects Group, Tijuana, Mexico

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
