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Bilingual Award-Winning Entrepreneur, Small Business Consultant, Public Speaker and Advocate

for women and minorities, helping keep minority-owned businesses from closing their doors, assisting small business owners everywhere in starting, growing and prospering, and making technology and entrepreneurship accessible to disadvantaged groups.



Experience

Founder and CEO

MAJOR

DEC 2016 – PRESENT

- Create, communicate, and implement the organization's vision and mission and lead the development and implementation of the organization's overall strategy
- Oversee all operations and business activities to ensure desired results and consistency with overall strategy, mission and vision and evaluate company success
- Represent the organization for civic and professional association responsibilities and activities in the local community, the state, and at the national level and participate in industry-related events or associations that will enhance the organization's reputation and potential for success

Business Consultant

Temple University Small Business
Development Center (TU SBDC)

NOV 2019 – JUNE 2021

- Educate and advise clients on how to start, operate, and grow successful business ventures through following network consulting policies and procedures
- Provide one-on-one advice and consulting in the areas of: business plan development, financial analysis and planning; marketing research and assistance; business management and operations; marketing; human resources; legal issues; business disruption services and affordable care act fundamentals
- Develop educational materials, present educational programs as appropriate and contribute to knowledge creation and dissemination through communicating with peers and participating in network activities

Scale Up Miami Program Assistant

The Idea Center at Miami-Dade College

MAR 2018 – SEP 2018

- Manage and recruit volunteers and participants including mentors, judges, and advisors for startup ventures
- Organize, implement, and assist in the development of signature events, including pitch days and graduation, workshops and guest speaker presentations
- Support with center engagement and communications, managing social media communications, collaborating with college communications teams on website updates and other outreach, and other promotions

Social Media and Marketing Representative

Florida National University

JAN 2016 – SEP 2016

- Establish positioning, identify target audiences, and develop marketing plans with specific objectives across different channels and segments
- Lead the execution of marketing strategies from start to finish, leveraging internal support and driving collaboration

- Create, maintain, and conduct analytics reporting across multiple platforms and extract key insights for future campaign development, complete with formal proposals and recommendations on tactics



Education — Degree Granting Programs

MSc Entrepreneurship

University College London (UCL)
SEP 2018 – SEP 2019

Courses: Entrepreneurial Finance, Managing the Growing Firm, Building High Impact Ventures, Strategic Management of Entrepreneurial Ventures, Customer Development and Lean Startup, Product Development and Prototyping, Retail and Consumer Entrepreneurship, Entrepreneurial Marketing, MSc Entrepreneurship Dissertation

BS in Communication

Florida International University (FIU)
AUG 2011 – DEC 2015

Courses: Writing Strategies for Reaching a Mass Audience, Global Media and Society, Mass Communication Law and Ethics, Visual Design for Globalized Media, Multimedia Production, Introduction to Journalism, Media Management, News Reporting and Writing, Electronic News Gathering, Long Format TV and Radio, Broadcast News Magazine (Capstone), Intro to Television, Writing for Television, Multimedia Production 2, Planning Meetings, Convention and Trade Show Management, Expo/Events Management, Advanced Spanish for Native Speakers



Education — Non-Degree Granting Programs

Management Consulting Graduate Certificate

Temple University
JUL 2020 – MAY 2021

For those interested in becoming internal consultants, working for a dedicated consulting firm, or independent consultants, the coursework for the management consulting graduate certificate helps them develop the hard and soft skills necessary to be successful in helping public, private, and nonprofit institutions solve problems and exploit challenges. Courses within the certificate program are experientially focused and are taught by consultants currently practicing within industry. This model ensures students are receiving hands-on expertise and up-to-the-minute knowledge.

Entrepreneur Access Network (EAN)

EY
DEC 2020 – PRESENT

EY developed the Entrepreneurs Access Network (EAN) to help Black and Latinx companies bridge the disparity gap and achieve new heights. EAN is a business accelerator program, as well as an always-on learning community. It leverages EY tools, services, events, and professionals to help companies scale and grow by complementing their current leadership activities.

Emerging Young Entrepreneur (EYE) Program

National Minority Supplier Development Council (NMSDC)
SEP 2019 – SEP 2020

The Emerging Young Entrepreneurs (EYE) program is a year-long program uniquely designed to provide the next generation of minority entrepreneur participants ages 19-35 with support to enhance their growing business. Business owners receive guidance from corporate sponsors, MBEs, and additional stakeholders. Participants are provided the skills, tools, and strategies to start or grow their innovative businesses.

Student Entrepreneur Program

Women's Business Enterprise National Council (WBENC)
APR 2019 – JUL 2019

The Women's Business Enterprise National Council (WBENC) Student Entrepreneur Program, now known as the WBENC Collegiate Accelerator, is a premier startup program that fosters growth for the next generation of female founders and women-owned businesses.

Women Innovating Now (WIN) Lab

Babson College
SEP 2017 – MAY 2018

WIN Lab provides women entrepreneurs with an inspiring community and a rigorous, experiential process that catalyzes innovative thinking and enables them to successfully scale their businesses.

BizHack

Cambridge Innovation Center (CIC)
Miami
JAN 2018 – APR 2018

BizHack's 12-Week Course, The Digital Marketer's Edge, covers the most important technical skills to get started in digital advertising: Facebook Ads, Email Marketing, Landing Page creation and optimization, Google Analytics and marketing strategy, featuring practical lessons, frequent guests, hands-on exercises, group activities, peer learning, networking opportunities, project-based learning and more.

StartUP FIU

Florida International University
AUG 2017 – DEC 2017

StartUP FIU is a university-wide initiative to foster innovation and entrepreneurship to pursue opportunities in the Fourth Industrial Revolution.

CREATE

Miami-Dade College
APR 2017 – JUL 2017

CREATE is a go-to-market program where students refine their existing prototypes through experiential learning and customer validation.

Startup Challenge

Miami-Dade College
JAN 2017 – MAR 2017

12-week ideation program that supports Miami-Dade college students, alumni, faculty, staff and the community at-large in turning their ideas into reality.



Interests & Skills

- Fluent in Spanish Language
- Design Thinking
- Customer Development
- Community Development
- Economic Development
- Strategic Management
- Entrepreneurial Marketing
- Business Development
- Digital Marketing
- Procurement
- Lean Startup
- Entrepreneurial Finance
- Product Development Prototyping
- Business Management
- Business Storytelling
- Management Consulting
- Multimedia Production
- Program & Project Management



Honors & Awards

Hennessy Unfinished Business Grant Awardee

Hennessy launched Unfinished Business, a new program that provides urgent funding and access to vital resources for the small business owners who bind our communities together.

Luz Collective Alpha Latina Nominee

The Luz Collective Alpha Latina nomination recognizes Latinas that deserve recognition and helps spread the word about



Volunteerism & Service

National Minority Supplier Development Council (NMSDC) Emerging Young Entrepreneur (EYE) Program Board Member

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projects and people that are making an impact in the Latinx community.

WBENC Cummins Grant Awardee

The WBENC Cummins Grant for Black Student Female Founders is a new funding initiative to invest in the next generation of the fastest growing segment of women-owned businesses – Black female founders. The grant program provides up to \$6,000 funding awards to Black female entrepreneurs in STEM currently enrolled in college or university, or a recent college or university graduate.

Legacy Magazine's 2020 Most Influential & Prominent Black Women in Business & Industry Nominee

Prominent and influential Black women are one of South Florida's most compelling competitive advantages. Legacy Miami and Legacy South Florida recognize this powerful group comprised of trailblazing executives, educators, health professionals and organization administrators in its annual 25 Most Influential and Prominent Black Women in Business and Industry issues.

2019 Keynote Speaker at Florida International University's (FIU) Annual Student Leadership Summit

The Summit is a one-day conference for current student leaders at Florida International University (FIU), offering them the opportunity to learn from the vast expertise of faculty, administrators and invited guests, to share their leadership experiences with each other and to establish a network of support and cooperation within the university.

2018 Univision's Premios Juventud Agente de Cambio and Girl Boss Category Award Winner

Premios Juventud (Youth Awards) is an awards show for Spanish-speaking celebrities in the areas of film, music, sports, fashion, and pop culture, presented by the television network Univision. "Agentes de Cambio" are a group of young people who were recognized at the event for their contributions to society through their different causes benefitting their communities.

2018 Miami Herald Business Plan Challenge Winner

The Miami Herald Business Plan Challenge is an annual competition searching for South Florida's most innovative startups with a track for teens, FIU students, faculty and alumni, and the community.

2018 Fulbright/University College London (UCL) Technology Entrepreneurship Award Semi-Finalist

University College London (UCL) and the Fulbright Commission offer the chance for one US student to pursue an MSc in Entrepreneurship, where an additional £13,500 stipend is provided along with the full coverage of tuition fees. This Fulbright Award is an exceptional opportunity to develop their entrepreneurial credentials whilst gaining a master's degree at one of the top five universities in the world (QS University World Rankings 2012).

SCORE Business Mentor

SCORE, the nation's largest network of volunteer, expert business mentors, is dedicated to helping small businesses get off the ground, grow and achieve their goals.

REC Philly Office Hours Expert

REC Philly, is an ecosystem that exists to empower creative entrepreneurs to do more of what they love. One part creative incubator, one part creative agency, REC is designed and dedicated to empowering local artists & makers by connecting them to the resources, strategies and communities necessary to build sustainable businesses around their talent.

Women's Opportunities Resource Center (WORC) Workshop Presenter

The mission of the Women's Opportunities Resource Center (WORC) is to promote social and economic self-sufficiency primarily for economically disadvantaged women and their families. WORC provides entrepreneurial training, individual business assistance, incentive savings programs, and access to business and financial resources.

CAN3 Accelerator Programme Volunteer Consultant

CAN cubed is a London based accelerator programme for social enterprises offering free business and impact advice and subsidized office space to accelerate their impact, growth and sustainability.

Miss Black Florida USA 2017

As Miss Black Florida USA, I served as a title holder, role model and brand ambassador in Florida, attending community events, performing community service, and fundraising on behalf of the Miss Black USA Organization, the first and oldest scholarship pageant for women of color, awarding over \$500,000 in scholarships.

South Florida Black Business Directory Founding Team Member

The South Florida Black Business Directory is a directory featuring Black enterprises. The concept was conceived in September of 2016 and led by a group of progressive South Florida residents, local entrepreneurs, and community leaders, helping make it easier to support Black businesses in South Florida.

Dream Defenders General Member

Dream Defenders was founded in 2012 to make powerful change come to Florida, geared towards people of color who share the promise of racial cooperation.

Women of Color Empowerment Institute Mentee

The Women of Color Empowerment Institute, Inc. is a not-for-profit 501(c)(3) organization with a mission to enhance and expand leadership by women of color.

FIU LLK Center Leadership Fellows Program Fellow

The Lillian Lodge Kopenhaver Center for the Advancement of Women in Communication created the Leadership Fellows Program to address the leadership gap of women in the media

2017 American Entrepreneurship Award (AEA) Recipient

The American Entrepreneurship Award (AEA), is a program created to support start-up businesses and entrepreneurs from traditionally under-resourced communities in the United States.

industry. Launched in 2015, the program provides up-and-coming women of Hispanic or Latina descent with the guidance, resources and training to allow them to flourish and obtain leadership positions in media industries.

Embrace Girls Foundation Mentor and Teaching Assistant

The Embrace Girls Foundation's Embrace Girl Power! After School Program & Camps is a non-profit 501(c)(3) organization established in 2001, where little girls learn to be healthy, confident, ambitious and educated young ladies. Where the lives of elementary and middle school aged girls are improved through academic tutoring, leadership training, life and character educational skills coupled with social and cultural opportunities and exposure they might not ordinarily ever experience.