

VANESSA DUEÑAS

(703) 894-8849

New Orleans, LA 70130

vanduenas@gmail.com

SKILLS AND AREAS OF KNOWLEDGE

Public Relations & Marketing
Interpersonal Skills
Writing & Editing (+Spanish)

C-Level Executive Support
Data Analysis
MS Office, Adobe, CRM & AI

Organizational Management
Compliance & Audits
BBA Emory University 2003

PROFESSIONAL EXPERIENCE

FREELANCE CONSULTANT

JULY 2021-PRESENT

New Orleans, LA. Operations, Accounting, Translation, PR and Hospitality consulting for start-ups, medical offices, non-profits, and family trusts. Animal Rescue Corporate Events and Fundraising Lead.

EXECUTIVE DIRECTOR

MAY 2020 – JUNE 2021

Jon Renaudin, Inc. New Orleans, LA

- **Business Operations.** Strong multi-tasking skills were employed to run projects that ranged from non-profit fundraising, serving as first point of contact and resolution coordinator for CEO, to managing on-site logistics for disaster relief GOHSEP contracts.

BUSINESS DEVELOPMENT STRATEGIC ADVISOR

DECEMBER 2019 – DECEMBER 2020

Achieval Strategies, LLC, McLean, VA

- **Business Development.** Drove new business and marketing initiatives through integrated messaging, targeted outreach campaigns, social media and website management, increased operational efficiencies, talent sourcing, and applicant tracking system (ATS) management.

OPERATIONS & MARKETING CONSULTANT

AUGUST 2014 – MAY 2020

Alaris Financial, LLC & Blue Sky Capital, LLC, Great Falls, VA

- **Business Operations.** Organized successful small business start-ups, consulting on corporate structure, human resources, compliance, data management, and risk mitigation, and providing IT, research, data analysis, accounting, and internal audit services.
- **Marketing.** Expanded revenue growth by up to 30% through social media integration and website development, authoring English/Spanish press releases and customer communications, spear-heading outreach campaigns, handling event and trade show logistics, and designing promotional materials and presentations for U.S. and international audiences (Adobe Photoshop, Illustrator, Microsoft PowerPoint).

CHIEF OPERATING OFFICER

APRIL 2014 – JULY 2014

Chesapeake Investment Services, Inc, Vienna, VA

- **Organizational Management.** Restructured firm departments and re-calibrated operational processes, joining the senior management team that led the firm's exponential growth from start-up to premier futures broker and commodity investment manager, overseeing upwards of a quarter billion dollars.
- **C-Level Executive Support.** Directly reported to the CEO and was involved in all confidential and development matters, including strategic initiatives, project supervision, budgeting, scheduling, bookkeeping, travel logistics, contract negotiations, technology migration, legal and arbitration, regulatory compliance (NFA, CFTC, FINRA), internal audits, human resources, employee engagement, resource procurement and allocation, marketing, sales benchmarks, B2B sales, and customer retention.
- **Data Analysis.** Doubled efficiencies in sales, operations, performance calculations (GAAP), and revenue collection through the quick and effective management of large amounts of data, keenly interpreting qualitative data and devising algorithms (Microsoft Excel) to analyze and report on quantitative data.
- **Public Relations.** Served as the firm's ambassador and first line of contact, increasing trust through active and tactful communication and interpersonal skills.
- **Writing & Editing.** Fortified firm's relations by co-authoring, editing, and increasing the frequency of communications with clients and employees, as well as developing internal procedural documents such as employment contracts, human resources guides, regulatory compliance guides, and training manuals.
- **Management.** From EA/CTO, rose to the role of COO within 5 years through rapid study and adaptation, creative problem solving, organized multi-tasking, sound judgement, dedicated action, and the drive for tactful negotiation to always win the "best deal", balanced for both short and long-term objectives. Managed several cross-functional teams ranging from 5 to 15 people.

Authorized to work in the US for any employer

<https://www.vanessavanin.com/>