

vanduenas@gmail.com
+1 (703) 894-8849
New Orleans, USA 70130

SKILLS

- Business Operations
- C-Level Executive Support
- Senior Management
- Interpersonal Skills
- Human Resources
- Process Improvement
- Business Development
- Marketing
- Public Relations
- Compliance
- Data Analysis
- Bilingual Writing & Editing
- Microsoft Office
- Google Suite
- CRM: Salesforce, Pipedrive
- Creative: Adobe, Canva
- AI: Perplexity, Claude

EDUCATION

05/2003

Bachelors of Business

Administration:

International Business and
Operations Management

Emory University Goizueta

Business School

Atlanta, GA

06/1999

High School Diploma:

International Baccalaureate

International Escuela Campo

Alegre

Caracas, Venezuela

Websites, Portfolios, Profiles

- www.vanessavanin.com

VANESSA DUENAS

SUMMARY

Dynamic professional with extensive experience in office management and business development primarily in Money Management and Non-Profit settings.

Strengthened brand presence and client relations through strategic initiatives, while providing high-level executive support to ensure organizational success. Known for fostering collaboration and implementing solutions that drive operational efficiency.

EXPERIENCE

Self-Employed - Freelance Consultant

New Orleans, LA

07/2021 - Current

- Consulted on operations, accounting, internal regulatory audits, translation, PR, and hospitality for start-ups, medical offices, non-profits, and family trusts.
- Coordinated fundraising efforts for animal rescue initiatives, enhancing operational support.

Jon Renaudin, Inc. - Executive Director

New Orleans, LA

05/2020 - 06/2021

- Business Operations. Managed the day-to-day operations for several companies within the Renaudin Enterprises family of companies including: The Renaudin Foundation, a 501(c)(3) focused on community relief assistance, BE Creative, a graphics company specializing in wide-format printing and campaign consulting, and JRenaudin, L3C, a provider of business advisory and logistics services.
- Business Development. Utilized strong multi-tasking skills to manage projects including fundraising, organizing mental health partnerships with Nola.com, and coordinating on-site logistics for disaster relief GOHSEP contracts.

Alaris Financial, LLC & Blue Sky Capital, LLC - Operations & Marketing Consultant

Great Falls, VA

08/2014 - 12/2020

- Business Operations. Organized small business start-ups, consulting on corporate structure, human resources, compliance, and risk mitigation, while providing IT, research, data analysis, accounting, and internal audit services.
- Marketing. Increased revenue growth by 30% through social media integration and website development, authored English/Spanish press releases and customer communications, spearheaded networking and outreach campaigns, organized event and trade show participation, and designed promotional materials and presentations.

Achieval Strategies, LLC - Business Development Strategic Advisor

McLean, VA

12/2019 - 12/2020

- 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.

Chesapeake Investment Services Inc. - Chief Operating Officer

Vienna, VA

04/2004 - 07/2014

- Process Improvement. Restructured firm departments and re-calibrated operational processes, contributing to the firm's growth from start-up to a premier futures broker and commodity investment manager overseeing over a quarter billion dollars in assets.
- C-Level Executive Support. Directly reported to the CEO and was involved in all confidential and development matters, including strategic initiatives, project supervision, budgeting, bookkeeping, scheduling, travel logistics, contract negotiations, technology migration, data management, human resources, resource procurement and allocation, sales benchmarks, and customer retention.
- Senior Management. Advanced from EA/CTO to COO within 5 years through rapid study, creative problem solving, organized multi-tasking, and tactful negotiation, achieving balanced short and long-term objectives. Managed several cross-functional teams ranging from 5 to 15 people.
- Data Analysis. Doubled efficiencies in sales, internal 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.
- Employee Relations. Boosted employee morale and productivity by organizing engagement events, providing counseling and training in ethics, derivative products, sales methods, and conflict resolution, serving as liaison between executives and employees, and fostering strong interdepartmental collaboration.
- Business Development. Increased sales and B2B connections by over 50% by liaising with over 50 affiliate offices and potential partner brokers, facilitating joint endeavors and matching work groups.
- Writing & Editing. Fortified firm's relations by co-authoring, editing, and increasing the frequency of communications with clients and employees, as well as developing clear internal procedural documents such as employment contracts, human resources guides, regulatory compliance guides, and training manuals.
- Marketing. Augmented firm prominence and return on marketing initiatives by strengthening messaging, authoring press releases and adverts, designing artwork (Adobe Illustrator/Photoshop), spearheading mass-mailers, improving firm's web and social media presence, creating dynamic multi-media presentations (Microsoft PowerPoint), coordinating TV and radio appearances, handling event and trade show logistics, and conducting presentations for U.S. and international audiences.

- Compliance. Secured Business Continuity and Ethical Standards by revamping and maintaining firm's Compliance and Legal department, including keeping up to date with regulatory and industry best practices, performing annual internal audits and monthly checks, conducting employee training, working closely with regulators to ensure all external audits (NFA, CFTC, FINRA) received clean bills of health, and managing legal and arbitration matters such as communication with counsel, brief revisions, document discovery, and case preparation.

PERSONAL INFORMATION

Work Permit: Authorized to work in the US for any employer.

VOLUNTEER EXPERIENCE

- Animal Rescue: Take Paws (LA), Lucky Dog (DC)
- Devotion to Children
- Alumnae Chapter of Kappa Alpha Theta

BACKGROUND CHECK

Able to pass a background check and have references at the ready for a security clearance.

AVAILABILITY

Multiple reliable methods of transportation. Home in Lower Garden District with office for remote work. Flexible on working extended hours and/or weekends.

ADDITIONAL INFORMATION

Organized Strategy, Versatile Communication, Tailored Messaging., Organized – Resourceful – Balanced. These are the results-achieving strengths I bring into all my endeavors. I take initiative and am able to swiftly develop ethical action plans that involve problem identification, research, qualitative and quantitative data analysis, and strategic solution workshopping, while maintaining budgets, compliance standards, deadlines, and benchmark goals in mind. Strategy, betterment, and growth run on auto-pilot. I never shy away from a problem. Simply put, it can be done. And if not, we will find the next best solution., Communication Is Essential. Growing up amongst expatriate and diplomatic communities in the Americas helped me develop a solid appreciation and understanding of different cultures, their geopolitical and socioeconomic drivers, and the strategies necessary to facilitate cooperation. Excellent interpersonal skills and diversity training have been a forefront in my ability to fortify client relations and employee engagement. Naturally empathetic with a business mindset, I quickly connect, relate, and resolve., Messaging Is Key. I am naturally inquisitive and when I see an advert, rule, or strategy, my mind immediately analyzes: Who is this for? Does it Work? What would I do to improve it? Having spent my formative years with Procter & Gamble Strategy/Marketing meetings in the background, my transition into operations and financial services was seamless.