

JULIO A. LOPEZ

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PROFILE

- Proven record for successfully adapting professional skills to diverse industries and situations.
- Expertise in the strategic application of client requirements in the development of educational and training programs in various industry verticals.
- Extensive experience in digital marketing, instructional design, training, project/organizational management, UX design and information technology with high-profile corporations and higher education institutions.
- Excel in identifying potential markets, defining market needs, and creating/executing innovative strategies for product branding, market positioning, business expansion and online (eLearning) delivery of education and training.
- Effectively planned, coordinated, and directed projects to capitalize on business opportunities for high profile clients.
- Powerful communicator and persuasive negotiator who successfully cultivates profitable business alliances and client relations.
- Motivating leader who builds and leads dynamic teams.
- Highly experienced in working with international clients in Latin American markets.

EDUCATION and CERTIFICATIONS

Master of Science, Information Technology, Barry University, Miami Shores, Florida
Bachelor of Science, Marketing, Mercy College, Dobbs Ferry, NY, Graduated Magna Cum Laude
Certificate, Digital Marketing Strategist, Miami-Dade College, Miami, Florida
Google UX Design Professional Certificate
Certificate, Hootsuite Platform, Hootsuite Academy
Certificate, Social Marketing, Hootsuite Academy
COM-TIA A+ Computer Professional Certification

PROFESSIONAL EXPERIENCE

- Miami-Dade College, Miami, Florida** 11/2022-Present
Project Manager, Business Innovation and Technology Center
Leadership role in managing the strategic implementation of multiple projects, budgets, personnel and activities across the School of Global Business.
- Miami-Dade College, Miami, Florida** 9/2022-11/2022
Manager, Business Innovation and Technology Center
Oversee and lead a cutting-edge technology learning center for campus business students where they are taught to apply various technologies to business solutions in order prepare them for real world situations while adding significant experience to the value of their college degrees.
- International Jewelry Exchange, Miami, Florida** 2012 –2022
Project Manager
Leadership role in the expansion of the operation in the US and Latin America via the implementation, management, and support of ERP systems for fintech and inventory. Manage budgets, vendors and teams of contractors.

Ellucian, Miami, Florida

2006 - 2012

Senior Project Manager

Responsible for the project management of large-scale ERP-IT, multimillion-dollar budgeted projects both domestically and internationally involving large teams and often complex risk mitigation.

KAPLAN UNIVERSITY, Ft. Lauderdale, FL

2000 - 2006

Manager, Strategic Initiatives

Developed business level requirements and established priorities for the online learning management system's functionality based on input from client business stakeholders. Coordinated with project management, technology, academics, and business teams to drive the creation of innovative technology driven products to improve and enhance operations.

- Quantitatively and qualitatively evaluated online learning technology platform as well as other products and provided recommendations for improvements and changes.
- Implemented instructional and communication improvements.
- Developed, negotiated, and managed relationships between platform client stakeholders.

PANDATEL INC, Miami, Florida

1995 - 2000

Marketing Manager

Established, managed, and directed the North American marketing/sales (30 million USD) operations for a European-based telecom and networking equipment manufacturer. Directed all US advertising and promotional campaigns. Recruited and hired all marketing and sales staff along with P&L management.

THE IAMS COMPANY, Dayton, OH

1990 - 1995

Brand Manager

Developed and managed new product marketing/sales strategies programs for domestic and foreign (Latin America and Spain) market penetration. Pioneered the company's e-Commerce marketing strategies and web site development.

SKILLS

- Brand Management and development
- Product Marketing
- Digital Marketing Strategy
- Social Media Marketing
- Search Engine Optimization
- Google Ads
- Key Word Strategy
- Change Management
- Project Management
- Logistics Management
- Strategic Planning
- Information Technology
- Budgeting
- Compliance
- Account Management
- Applied use of technologies.
- eLearning curriculum and program development
- eLearning strategy
- E-Commerce

- Google Analytics
- Profit & Loss
- User interface design (UI)
- Web Development
- Google Analytics
- SEM
- Analytics
- Social Media Management
- CRM Software
- PPC Campaign Management
- Leadership
- User experience design (UX)
- Social listening
- Content marketing
- Content strategy
- Google Docs
- Performance marketing
- Email marketing
- Copywriting
- Facebook Advertising
- Proofreading
- Conversion optimization
- Graphic design
- WordPress
- Google AdWords
- Computer Networking
- B2B Sales
- Hootsuite Platform

LANGUAGES

Bilingual, English and Spanish (Read, Write and Speak) with native proficiency.

CITIZENSHIP

USA, Spain, and E.U.

PROFESSIONAL AFFILIATIONS

ACCSC– Accrediting Commission of Career Schools and Colleges 2005 – Present