

ALEX DURAN

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DEAR LEADERSHIP TEAM,

I am a seasoned operations executive with over 10 years of experience leading large-scale operations, driving strategic growth, and fostering cross-functional teams. I am writing to express my interest in joining your team as your company's profile aligns perfectly with my experience and career goals.

I bring a diverse background across multiple industries in both B2B and B2C environments, where I have successfully led initiatives to optimize operational strategies. My IT experience has enabled me to quickly master new technologies, which I applied when establishing a Marketing Automation division and leading the adoption of a CRM system to streamline business processes. I developed and scaled a startup business from inception, driving significant growth and increasing revenue by implementing Agile methodologies on large-scale projects.

I am eager to learn more about your company's vision and growth objectives and to discuss how my skills and experience can contribute to your continued success. I am confident in my ability to add value to your Company, and I would welcome the opportunity to further discuss how I can contribute to your goals.

SINCERELY,

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SUMMARY

Results-driven executive with over 10 years of experience in operations management, strategic planning, and team leadership. Proven track record of driving organizational growth, improving operational efficiencies, and leading cross-functional teams to achieve strategic goals. Adept at managing large-scale operations, developing high-performance cultures, and fostering stakeholder relationships.

ACHIEVEMENTS

- Developed and scaled starter business from inception, achieving notable growth.
- Established and grew marketing automation divisions at agencies.
- Implemented a new ERP/CRM system, reducing operational inefficiencies and increasing productivity.
- Increased revenue growth by adopting Agile methodologies on large-scale development projects.
- Assembled and led cross-functional teams, enhancing collaboration and achieving project milestones.

EXPERIENCE

Chief Operating Officer

Seed Home Solutions - Kennesaw, GA | May 2019 - October 2024

Core Skills: Leadership, Operations, Financial Acumen, Executive Management, Logistics Management

- **Business Strategy Development** - Crafted and executed operational strategies that aligned resources to improve market deployment and sales effectiveness, resulting in a 24% improvement.
- **Strategic Partnerships, Mergers & Acquisitions** - Negotiated a joint venture with a Florida-based sister company, managing shared operations and human resources with profit-sharing agreements.
- **Capital Acquisition** - Secured sustained cash flow and supported key business growth initiatives through strategic negotiations with investors, resulting in over \$1 million in annual funding.
- **Cost Management** - Managed budgets and implemented cost-control measures to minimize scope creep, reducing operational expenses by 10%.
- **KPI Development and Tracking** - Established KPIs for acquisition teams, subcontractors, and project milestones, tracking progress to ensure on-time and within budget completion.
- **Agile Process Innovation** - Developed and implemented an adaptive Agile approach for large-scale development projects, replacing traditional predictive methods and increasing project efficiency by 30%.
- **Servant Leadership** - Assembled and led cross-functional teams, training them in Scrum practices to improve delivery times and productivity.
- **Crisis Management** - Mitigated COVID-19 disruptions, interest rate shifts, and property damage from severe weather by adjusting operations to offset supply chain delays, reducing project financial impact.
- **Regulatory Compliance** - Managed compliance with real estate laws, housing regulations, and construction standards across all projects.
- **Cash Flow Management** - Oversaw departmental budgets and managed investor funds, allocating proceeds to marketing, operations, and project needs, ensuring balanced P&L.
- **Logistics Management and Vendor Oversight** - Managed contractor schedules, material procurement, and delivery, ensuring seamless operations and on-time project completion.
- **Automation and Risk Mitigation** - Implemented automated systems to streamline workflows, minimize human error, and enhance operational accuracy, identifying and mitigating risks across key projects.

- **Budget Planning** - Developed annual and multi-year forecasts with weekly and monthly tracking, ensuring financial stability and proactive decision-making.
- **Market Expansion** - Relocated business from Florida to Georgia, adapting strategies to meet new housing standards and grow market presence.

Director of Marketing Automation

Ryze Agency - Fort Lauderdale, FL | December 2017 - March 2019

Core Skills: Change Management, Innovation, Analytics, Project Management, Stakeholder Management

- **Temporary Engagement** - Brought in on a temporary contract to develop and launch a new marketing automation department, successfully achieving this goal within one year.
- **Agile Methodology Transition** - Switched organizational projects to Agile marketing, driving an average of \$40,000 increase in monthly revenue per project through strategic execution.
- **Optimization and Benchmarking** - Established and tracked marketing benchmarks, improving open rates to 48% and reducing cart abandonment by 19%.
- **Vendor and Platform Management** - Negotiated and managed platform provider contracts, ensuring optimal service at competitive costs.
- **Scrum Team Reorganization** - Restructured the development team using Scrum principles, resulting in performance improvements surpassing industry benchmarks.
- **Client Communication and Influence** - Presented departmental progress and project updates to agency leadership and key clients, driving adoption of new marketing systems.

Marketing Manager

AdServices Inc - Hollywood, FL | September 2014 - October 2017

Core Skills: Business Dev, Team Leadership, Communication, Vendor Relations, Process Improvement

- **Creation of Marketing Automation Division** - Established and led a marketing automation department, leveraging multichannel strategies to boost lead generation and brand visibility.
- **ERP/CRM System Integration** - Implemented an ERP/CRM system by reengineering manual workflows into digital processes, improving accuracy and reducing project timelines by 45%.
- **Technology Integration** - Led IT initiatives aligning technology with business strategy, driving operational improvement and efficiency across the organization.
- **Client Solutions Strategy** - Delivered solutions balancing stakeholder objectives with budget constraints, driving impactful results for over 300 client accounts.
- **Vendor and Contract Negotiation** - Renegotiated contracts with IT vendors and marketing platform providers, improving budget efficiency and saving \$23,000 annually.
- **Strategic Brand Modernization** - Partnered with the Creative Director to modernize brand assets, aligning B2B initiatives with market trends to enhance competitive positioning.
- **Compliance and Legal Oversight** - Managed compliance with advertising laws, client contracts, and vendor agreements, ensuring smooth operations and legal integrity.

ADDITIONAL EXPERIENCE

Computer Systems Administrator

Nova Southeastern University - Davie, FL | May 2006 - October 2011

- Managed campus-wide technology infrastructure, leading automation initiatives, system migrations, and upgrades to improve operational efficiency. Oversaw vendor relations, procurement efforts, and directed a team responsible for critical technology operations.

EDUCATION

Master of Business Administration (MBA)

Nova Southeastern University Huizenga School of Business and Entrepreneurship | May 2010

Bachelor of Science in Business Administration & Marketing

Nova Southeastern University School of Business | May 2008

CERTIFICATIONS

Certified ScrumMaster (CSM)

Scrum Alliance | May 2024

PROFESSIONAL DEVELOPMENT

Toastmasters International: Regularly attended meetings and participated in public speaking events.

LANGUAGES

- English: Proficient
- Spanish: Conversational

SKILLS

- Strategic Leadership and Planning
- Operations Management
- Financial Acumen, Budgeting, and Cost Reduction
- Growth & Business Development
- Cross-Functional Team Development, and Team Leadership
- Innovation, Change Management, and Digital Transformation
- Process Improvement, and Continuous Improvement
- Data-Driven Decision-Making and Analytical Skills
- Executive Management Skills and Workflow Optimization
- Stakeholder Management and Relationship Building
- Advanced Technology Adoption and Rapid Systems Integration
- Agile and Waterfall Project Management
- Compliance and Legal Understanding
- Logistics Chain and Vendor Management
- Communication and Influence Skills
- Marketing Automation and CRM Implementation

REFERENCES:

References and letters of recommendation available upon request.