

Daavid O. Mendivil

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EXPERIENCE

Leasing Systems and Property Management, NYC.

—Leasing Apartments, Development of Custom Systems for the Streamlining of Leasing Process, & *Customer Service*

September 2020 - May 2021

Worked in a 700+ apartment building, focusing on identifying flaws in the rental process and developing systems that would allow for a smoother, more efficient operation of the leasing office, reducing workload and costs. Creation and improvement of marketing materials and methods as well as delivery channels. Finding new ways to monetize within the current structure, and proposing ways to maximize profits. Observing interactions of the team with potential or current residents to identify client pain points, and working towards improving them.

Luxe Interiors International, NYC.

—Interior Designer, Project Manager & *Business Strategy*

July 2017 - March 2020

From concept to completion, I developed and carried out interior design projects suiting clients needs, as well as sales and support for other design firms. Built and developed relationships with new and existing clients, guiding them through the design experience while making sure it was a successful, enjoyable experience. Took care of closing sales, contracts, placing orders, following-up until delivery. Coordinated and managed installation staff and created before and after materials for the design studio(s). Developed programs to expand sales reach and significantly grew the company's visibility and sales. Crisis management when necessary.

Rental Properties Management, NYC.

— *Operations*

June 2008- 2017

Directed operations of a 30 Unit property. I analyzed the revenue potential, developed the budgets for flipping, decorating and improving the properties as well as carried out any project management needed in order to get the properties on the market. Once on the market - marketing, renting them and managing, handling all aspects of the operation, from initial contact, to move-outs.

Effective Media Source, NYC.

— *Owner/Operator*

June 2005- PRESENT (Freelance)

As a digital media specialist I have a deep results-oriented understanding and proficiency in graphic design, photography, video and editing, social media & marketing. I also develop strategies for companies to create and market E-commerce stores, video content, online materials and other growth tools from planning to implementation. Customer engagement and/or sales revenue focused.

SKILLS

- Tech Savvy / Fast learner
- Creative problem solver
- Motivated Self Starter
- Assertive decision maker
- Great with people
- "Can do!" attitude & results
- Effective communicator
- Sharp aesthetic sense
- Strategic thinking
- High energy/ enthusiastic

SPECIALTIES

- Business Development
- Marketing / Branding
- Luxury Brands / Lifestyle
- Digital Media
- E-commerce
- Content Production
- Social Media, P.R.
- Crisis Management

TECHNICAL EXPERTISE

- Photography and photoshop
- Digital design and illustration
- Film creation & video editing
- 3D Modeling & rendering
- UX/UI Design
- All current software friendly

LANGUAGES

Native Spanish and English.
Fluent verbal and written.

Manhattan Movement and Arts Center, NYC

— *Web Designer, Webmaster, Videographer.*

June 2007 - 2012 full-time / Contract work 2012-2020

Previously designed and created the company's website. 2012-2020 filming/editing and distributing the live performances taking place in the state-of-the-art, in-house theater.

Pookie & Sebastian, NYC

— BD, CD

October 2014 - June 2017 full-time

As the Marketing Director and Online BD, I developed the vision, planning and strategy for growing from brick and mortar to having an online presence. I established systems and protocols as well as the guidelines for the company to be able to maintain and grow the e-commerce arm of the company. Due to a limited budget, I also served as Creative Director in order to achieve the proper vision that properly conveyed the brand to current and new customers. .

EDUCATION

Utah Valley University, UT

— *Business & Communications*

Inter-disciplinary Studies

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