

Juan Montes de oca

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SKILLS

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|--------------------|---|
| Product Management | Agile Development, User Research, Sprint Planning, Requirement Gathering, Feature Prioritization, Road-Mapping, Go-to-Market Strategy, and Product Marketing. |
| Programming & Data | SQL, Bubble (no-code platform), Google Analytics |
| Testing | QA, Usability, UI/UX, A/B Testing |
| Design | Wireframe, Mockups, Balsamiq |
| Language | Bilingual (Spanish and English) |

EXPERIENCE

PIVOT MARKET CORP

Miami, FL

Co-Founder | Product & Operations

February 2021 - Present

- Led engineering and design teams that built a consignment marketplace with API integrations with Shopify, Square, Mailchimp, and Clover.
- Marketplace execution allowed Pivot to grow Bookings (main KPI) from 0 in February 2021 to 312 Bookings and \$17,000 MRR by December 2022.
- Determined the metrics used to measure and monitor program success.
- Designed and built reporting for the product team to extract insights on the usage of our products.
- Created and managed product requirement documents, including roadmaps, product plans and specs, user journeys, and use cases.
- Identified opportunities for feature development through customer feedback and research.
- Responsible for all hiring and operation roles (hiring, payroll, employee benefits, accounting, employee tech stack, etc.).
- Conducted over 200 user interviews to understand our user's goals and challenges.
- Analyzed user interviews and additional feedback to guide our feature prioritization and product roadmap.

TM HOTELS HOSPITALITY GROUP

Miami, FL

Regional Revenue Manager

July 2018 - December 2020

- Designed, implemented, and controlled sales strategies at three Miami hotels (two Marriott franchises, one independent)
- Compiled data, analyzed trends, developed accurate weekly/period forecasts, and communicated to all departments to ensure appropriate staffing levels and correct rate positioning.
- Assisted in developing and monitoring annual budget and marketing plans to meet overall hotel top-line goals.
- Monitored, controlled, and communicated inventory levels and room and rate restrictions to meet business objectives.
- Directed negotiation of rates for transient accounts, group, and wholesaler accounts to ensure the proper sales mix to maximize room revenue.
- Tracked and measured sales team performance through weekly reporting and monthly goal meetings.
- Developed, trained, and supervised the implementation of sales, revenue management, and front desk policies and procedures.

- Analyzed potential development sites and evaluated associated development/renovation schemes.
- Managed business relationships, including potential partners, brokers, advisors, clients, and owners.

TM HOTELS HOSPITALITY GROUP

Miami, FL

Sales Manager/Acting Director of Sales

June 2017 – July 2018

- Oversaw on-property sales team and revenue management roles for two Marriot franchised hotels, resulting in the most profitable quarter since opening (Q1, 2018).
- Developed the company’s “sales coordinator” and “sales manager” training manuals for new hires.
- Drafted all contracts for our business transient, wholesaler, and group market segments.
- Assured efficient transition from previous Starwood sales, reservations, and revenue management systems.
- Provided management support to all F&B operations: 107 Steak & Bar, WXYZ bar, and private events.
- Assisted in the development and monitoring of annual budget and marketing plans.

EDUCATION

Boston University

Boston, MA

Bachelor of Arts, Economic *CUM LAUDE*

September 2013 -May 2017

Bachelor of Science, Hospitality

Administration *CUM LAUDE*

NOVA Southeastern University

Fort Lauderdale, FL

Master of Business Administration, Finance
Concentration

June 2018 – April 2020