

Solution Architect / Product Manager

Experienced **Solution Architect** with expertise in overseeing **Product Management** to meet audience needs, **analyzing** product feedback and **strategy** and developing user-friendly UX/UI designs to create new business **opportunities**. Ability to **customize** solutions for **unique** needs while balancing adaptation and **innovation** to achieve **optimal** results. Proven capacity to **utilize** tools, and **components** available in the market to **assemble** the best stack, with a **knowledge** of new management **methodologies**, such as **Agile**, MVP, MMP, DevOps, **Think Tank**, and Design Thinking. Known for **leveraging** experience with multiple **technologies** like **AI** and different **Clouds** environments to comprehend scenarios and share **logic** with the end-**users**. Skilled in managing B2B and B2C client **communication**, advocating for **customers**, and fostering strong relationships for customer **satisfaction**. Adept at driving **conceptualization** for business **transformation**, developing product strategies, and managing **collaboration** for growth. Well-versed in managing **media** agency relationships and **creating** and distributing unique branded content through a global communications **platform**. Possess technical aptitude, identifying **challenges**, and understanding business concepts to **improve** customer **experience**, profitability, and **competitive** positioning.

Technical Proficiencies

Platforms: **Familiarity with major providers** such as Microsoft Azure, Google Cloud Platform, Adobe Creative Cloud, Amazon Web Services, Oracle Cloud Infrastructure, IBM, Docker, Security F5, Artificial Intelligence & others

Tools: API (Make, Zapier), AI (Computer Vision, Chat GPT & Copilot), Databricks, Magento, Miro, Slack, Power BI, Tableau, JIRA, Asana, CRM (SalesForce), Agile Methodologies & many others

Professional Experience

SP Hospitality Group, Miami

2023 - Present

Solutions Architect & Digital Marketing

With an accomplished background as a Solution Architect & Digital Marketing Expert, my strategy at SP Hospitality Group has been characterized by innovative technology & marketing leadership across Crema Gourmet Espresso Bar, Copper 29 Bar, and KAIA Greek Restaurant. My pivotal role in these businesses includes launching the New Crema Gourmet mobile app, employing cutting-edge AI for content generation & elevating online presence through targeted SEO & SEM strategies. My expertise spans from enhancing web engagement at Copper 29 to driving Local SEO & social media campaigns at KAIA, all while utilizing analytical tools for strategic insight & better decision-making. I've navigated complex technical support issues, embraced leading-edge platform integrations, & wield a versatile skill set including Uber Eats integration & marketing, Google AD, SEMRush & various POS systems. I am a visionary ready to harness the transformative power at the intersection of tech & hospitality...

- Led the creation of the Crema Gourmet mobile app, integrating AI for dynamic content creation and executing comprehensive digital marketing campaigns
- Drove targeted web content optimization at Copper 29 and conducted thorough analytics for data-driven decision-making
- Implemented web restructuring and Local SEO enhancements at KAIA, paired with a robust social media strategy to bolster online engagement
- Managed sophisticated technical support, including Netgear Insight Pro, and facilitated vital Real Estate platform integrations with Airbnb and Booking.com
- Possess extensive proficiency in POS, digital marketing & analytics tools like Google AD, SEMRush, OpenTable, Resy, GoParrot / Square, and Clover POS, advocating for adaptability & efficiency in the rapidly evolving tech-hospitality landscape

Solutions Architect & Product Manager

Create a secure roadmap to integrate e-commerce Magento API with major platforms, such as Amazon Seller, Walmart, Google, Meta, & ShipStation. Analyze unfamiliar tools & choices to expand knowledge & capabilities, improving offerings. Selected the most suitable database for needs & objectives, ensuring optimal performance. Leveraged Artificial Intelligence to simplify processes, enhance decision-making, & accelerate growth. Develop a User Interface that delivers the best User Experience for customers, improving satisfaction. Set up an efficient virtual business environment to optimize operations & reduce overhead, improving profitability. Build sustainable & efficient farming solutions with technology, data analysis & innovation. Analyze data, staying ahead of industry trends & regulations. Collaborate with cross-functional teams for strategic planning & long-term success.

- Mapped products to effectively address user problems, improving the overall customer experience
- Enhanced product placement, flow, and branding interaction to create a seamless customer journey
- Optimized use of dynamic cloud environments for scalability and flexibility, improving overall efficiency
- Detected and resolved single points of failure to maintain system reliability, ensuring uninterrupted service
- Applied AGILE methodologies and visibility techniques to enhance project management and implementation
- Strategically focused on database integration, real-time data geolocation inventory from leading distributor & product placement

BUNKR, Miami**2020****Solutions Architect & Product Owner / II Face Immersion High Density Data Center**

Proposed strategic steps to improve mining efficiency and realize full potential. Defined minimum viable product (MVP), vision, and strategy for the project. Collaborated with development teams and stakeholders to design a solution that met needs. Tested and validated the proposed solution for effectiveness. Implemented DevOps methodology for pre-production of the 5 MW electricity capacity on 3M two-face Immersion Tanks. Designed scalable and maintainable data & application flows while fostering an ecosystem that avoids single points of failure.

- Integrated highly technological elements to improve mining efficiency and value through Smart Contracts
- Identified limited development & utilization of advanced technology as a major issue in Bitcoin mining
- Balanced technical and business considerations to ensure effective solutions and alignment with demands
- Leveraged exceptional technical expertise in development of software and hardware solutions to meet the requirements for mining software, controllers, power and chip integrations
- Achieved 60% chip overclock in Bitcoin mining by leveraging 2-Face Immersion Cooling, 7nm chips, software controllers, & aluminum hash boards

Solution Architect & Product Manager / I Face Immersion High Density Data Center**2018-2019**

Developed a unique approach to problem-solving through a commitment to Design Thinking & a passion for building excellent products. Emphasized efficiency and innovation by integrating cutting-edge technologies such as liquid immersion, the use of the 248 Antminer S9 16nm Chip & cloud environments like Microsoft Azure with computer vision, resulting in increased efficiency & reduced complexity in the cryptocurrency mining process. Articulated the MVP and MMP, highlighting the product's unique selling points and benefits to customers.

- Spearheaded complex projects, integrated cutting-edge technologies and drove to success
- Created a Comprehensive Business Case and detailed plan outlining the project's objectives, market analysis, financial projections, growth strategies, and vision for scaling the product
- Managed risk and navigated regulatory requirements, including successful negotiations with Florida Power Light (FPL) and the City of Miami permit process
- Achieved a remarkable accomplishment by implementing the number 11 hi-density Bitcoin Mining 1-face immersion in the world
- Utilized data visualization, AI, and analytics to drive insights on economic trends, market potential and solution performance, enabling successful entry into a rapidly evolving blockchain mining market

Digital Creative Alliance (DCA), Miami**2017****Solutions Architect & Creative Director**

Designed competitive & user-friendly UX/UI, inspiring simplicity and credibility while creating new business opportunities. Customized solutions to meet specific customer needs and challenges, advocating for customers & focusing on delivering value. Deeply understood product capabilities & identified ways to address customer challenges, balancing adaptation and innovation. Managed media agency relationships for digital & offline media strategies, and launched successful brand-building campaigns.

- Distributed unique branded content via the Alliance and members, instigating a global communications platform
- Helped businesses expand in the digital economy by enhancing current models and fostering strong relationships with B2B and B2C clients
- Guided by the principle of strength in unity, fostered collaboration and shared success among members within the Alliance's corporate framework
- Led project development, ensuring solutions met audience needs, analyzing feedback & strategy for improvement

BanCredito, Digital Creative Alliance (DCA)

2017

"Revolutionizing Digital Banking with a Secure & User-Friendly Solutions" by creating a USA pioneering Bank that stands out in a market where most Offshore Banks have a weak online presence. I focus on the creation of an online media channel, surpassing market competitors. Innovation & customer-centricity, by offering a seamless banking experience across various platforms. Enhanced their Core Banking system, implemented online check deposit functionality & fostered a global information network.

- Conceptualized and built a cutting-edge digital bank brand identity with a strong focus on security
- New management implementation by a fundamental change on BanCredito banking framework or Mission & Vision
- Redesigned the UI of the Core Banking system, enhancing its UX & AI integration and positioning it for future success
- Implemented online check deposit functionality, streamlining customer banking experiences

Aladdin Hotels, Digital Creative Alliance (DCA)

2016

Elevate your hotel experience with Aladdin Hotels, where elegance, sensuality, and adventure come together in a luxurious setting, designed to entice you to explore your own sexuality.

- Transformed the brand with the "Atrévete", a sensual & elegant campaign
- Targeted the right audience in both Venezuelan and Miami markets
- Delivered a 360° campaign for online and offline advertising, including TV, radio, billboards, and social media
- Tripled sales through effective social media strategies and interactive web design
- Fostered constant communication between the hotel and its clients, understanding their needs and desires

Beauty Care, Digital Creative Alliance (DCA)

2015

Implemented a comprehensive approach to elevate online beauty E-Commerce experience, including UX/UI improvements, development and content generation, 360° digital campaigns, and back-end strategies. Devised and executed a fresh management philosophy to improve operational efficiency and customer satisfaction. Enhanced user experience through design improvements and a user-centered approach. Generated high-quality content that informs and educates customers about products and benefits of self-care.

- Developed effective back-end strategies to ensure efficient and effective online operations
- Drove seamless and engaging customer journey through innovative solutions and convenient features
- Created compelling and effective digital campaigns that resonate with the target audience and drive conversions
- Continuously analyzed and optimized customer journeys and operations to maximize results and improve the online beauty shopping User Experience

Additional Experience: *Medical Park 2014 DCA / Dr2Click 2013 DCA / 9eye9 2012 DCA & Solutions Architect-Business Developer for Miguel Cabrera / SOLAR / Bob Abreu / Luigi Ratino Management / Nice Marine / La Ruta de Los Sueños at Concept Factory*

Additional Roles Details Available Upon Request & on [LinkedIn](#) profile for your review

Education: MIS Management of Information System | Florida International University, Miami Florida / Business Administration and Management | Universidad Metropolitana, Caracas Venezuela