

# Jiovanni Rodriguez

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## Summary

Profesional Summary Towson University - Double Bachelors - Communications (17') & Business Administration (19')

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Seeking a challenging opportunity to apply my strong business acumen and exceptional communication skills as a dedicated professional. I specialize in content development, public speaking, project management, media relations, and event planning. I have a track record of success in driving company profits and optimizing team performance through strategic initiatives. With a focus on fostering engagement and implementing operational improvements, I possess well-coordinated planning abilities and a proven aptitude for building valuable relationships. Additionally, I bring a solid understanding of business management and revenue development to contribute to organizational growth.

## Experience

### Account Manager

#### VG Aquisition

Jan 2019 - Present (4 years 11 months)

Proactively established and nurtured enduring relationships with customers and the community, serving as a catalyst for long-term business growth and brand loyalty.

- Initiated regular and meaningful contact with both new and existing customers, engaging in insightful conversations to thoroughly understand their unique needs and preferences. Subsequently, provided personalized recommendations on how specific products and services could effectively meet their requirements.
- Displayed exceptional negotiation prowess while skillfully navigating price discussions, terms of sales, and service agreements.

Built relationships with customers and the community to promote long term business growth.

- Contacted new and existing customers to discuss how their needs could be met through specific products and services.

Negotiated prices, terms of sales and service agreements. Managed a portfolio of over 200 accounts.

- Trained other Account Executives in sales techniques, business module, marketing tactics.
- Promoted 5 Account Executives to Manager Roles within the company.

### Business Strategist

#### Golden Coterie

Jan 2019 - Nov 2023 (4 years 11 months)

Orchestrated a dynamic and comprehensive marketing strategy that effectively targeted both offline and online consumers. Employed a multi-pronged approach to maximize reach and engagement, resulting in heightened brand visibility and increased customer acquisition.

- Conducted thorough evaluations of existing processes, identifying areas for improvement and developing strategic plans to optimize efficiency and effectiveness. Implemented these improvement plans, resulting in streamlined operations and enhanced productivity.
- Meticulously compiled research data and delivered professional presentations that showcased key findings and recommended optimizations. These presentations served as a persuasive medium to communicate insights and strategic recommendations to stakeholders, facilitating informed decision-making.
- Gathered, documented, and modeled data to assess business trends, enabling the organization to stay ahead of the curve and capitalize on emerging opportunities. Utilized advanced analytical techniques to derive meaningful insights, uncover patterns, and make informed predictions for future success.
- Employed a keen analytical eye to analyze existing strategies and practices, identifying areas for improvement and crafting innovative approaches that align with established goals. These strategies not only enhance overall effectiveness but also drive continuous improvement and innovation.
- Demonstrated exceptional communication skills, both written and verbal, coupled with proficiency in computer applications such as PowerPoint and MS Word. Leveraged these skills to deliver compelling presentations, collaborate effectively with cross-functional teams, and convey complex ideas with clarity and impact.

## Education



### **University of Maryland**

communic, Business/Corporate Communications

2018 - 2019



### **Towson University**

Bachelor of Business Administration, BUSINESS, MANAGEMENT, MARKETING,  
AND RELATED SUPPORT SERVICES

2012 - 2017

## Licenses & Certifications

**A+ certificate** - cyber security training rockville maryland

## Skills

approach • communication skills • computer skills • continuous improvement • decision making • functional • innovative • leadership • market planning • microsoft powerpoint