

ALEJANDRO RUIZ

INCLUSIVE LEADERSHIP · BUSINESS MANAGEMENT · PHILOMATH

EXECUTIVE ASSISTANT | OPERATIONS MANAGER | PRODUCT DESIGNER

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EXECUTIVE SUMMARY

Dynamic and detail-oriented professional with a 15-year history of supporting executives, managing operations, and successfully leading, training, and managing teams of up to 20 individuals within the yachting and hospitality industry. Eager to transition into an Executive Assistant role, bringing a proven ability to cultivate team synergy, communicate effectively, and inspire peak performance to achieve exceptional results. Noteworthy achievements include winning the Spanish, French, and European Championships twice, among other accolades.

- **A results-driven and innovative problem solver, I am dedicated to identifying, assessing, and improving processes** and workflows to enhance efficiency and performance continually. Recognized for a strategic mindset that identifies gaps and opportunities, resulting in streamlined operations.
- **A versatile professional excelling in assisting, organizing, and handling executive duties to optimize time management.** Determined to surpassing executives' expectations and maximizing the value of their time, possessing proficiency in evaluating tasks and processes for ongoing improvement and peak productivity.
- **Renowned for clear, proactive, and consistent communication with key stakeholders,** successfully managing direct reports across all operational facets. This involves monitoring their progression and ensuring the realization of pre-established objectives. Committed to maintaining transparency and fostering collaborative relationships to drive success.

AREAS OF EXPERTISE

- Operations & Project Management
- Time Management
- Organizational Skills
- Strategic Thinking & Planning
- Excellent Computer Skills
- Budget Management
- Risk Assessment
- Creativity & Innovation
- Reporting
- Problem-solving
- Customer Service
- Communication Skills
- C-Level Relationships
- Team Building & Leadership
- Microsoft Office: Word, Power Point, Outlook, Excel...
- Project Management: Notion, Trello, Asana, Miro, Flowchart...
- Marketing: SEO, SEM, Google Marketing Platform...
- CRM: Hubspot, Zoho, Pipedrive...
- Calendar, Time Management Tools...
- AI Tools: ChatGPT, DALLE, Midjourney...
- Graphic Design: Illustrator, Photoshop, InDesign, Figma, XD...

LANGUAGES

Català

Native / Bilingual

Español

Native / Bilingual

English

Near native / fluent

Français

Near native / fluent

Italiano

Beginner

PROFESSIONAL EXPERIENCE

Nov 2019 - Present

Design, Marketing & Business Strategy | Freelance

As a dynamic entrepreneur, I successfully operated my own web design studio, collaborating with six contractors and serving over 20 clients. Specializing in strategic design, I focused on achieving clients' marketing, sales, and positioning objectives.

- **Maintained and coordinated calendars,** utilizing a proactive forward-planning approach to optimize diary management.
- **Prepared and organized documents,** reports, presentations, and other materials with meticulous attention to detail.
- **Conducted research** and gathered information to support informed decision-making.
- **Fostered a vibrant and collaborative working environment** that retained all contractors from project initiation to completion.
- **Played a pivotal role in mediating between contractors and clients** through one-to-one meetings, demonstrating active listening, understanding, and providing support. Motivated and empowered team members to excel even in challenging circumstances.
- **Implemented sound financial practices** to sustain business health and profitability.

Hotel Tagomago, Ibiza

- **Designed a new business strategy after extensive market research** that included a full rebranding, new website, social media strategy and new marketing assets to target our market audience, that propelled sales by 15%.
- **Increased direct sales with online marketing strategies** by 150% in less than 3 months
- **Generated another extra 10k€ and increased client retention** by targeting old customers with personal offers.

Restaurant Can Toni & Can Toni Beach, Ibiza

- **Defined a new restaurant strategy with new menu and operational processes** to drive sales by an astonishing 200%, targeting both clients and locals. Worked hand by hand with the chef to improve preparation time and reducing client's waiting time by 20%.
- **Propelled the cafeteria's sales and increased loyal's clientbase** by redefining the cafeteria's menu.
- **Extended restaurant's operational calendar during low season and increased winter sales** by 70% by enhancing local targeting and implementing online ordering.
- **Implemented a customer's satisfaction strategy** by solving main client's objections that improved client's reviews by 4 points.

May 2012 - Sep 2022

First Officer | *S/Y Hallowe'en, Cannes, FRANCE*

First Officer functioning as Executive Assistant and Director of Operations, managing a professional crew of 20 sailors and responsible for the perfect operation of the yacht at all times. Evolved racing project to become one of the most competitive racing yachts in the fleet. As a 10-year constant team effort, together with the CEO (Captain):

Organizational Structure and Reporting

- **Maintained daily communication with stakeholders** regarding the planning and execution of predefined goals and timely resolution.
- **Managed direct reporting to stakeholders, including UHNWI owners, managers, and the CEO**, overseeing operations, third-party activities, work planning, and goal achievement. This involved conducting in-depth analyses of challenges, unforeseen events, and proposed solutions.
- **Efficiently handled daily tasks with first class schedule management and prioritisation to keep the yacht up-to-date** and aligned with established goals.
- **Implemented comprehensive budget management** resulting in a consistent year-over-year expense reduction of 10%.
- **Successfully managed multiple projects concurrently**, including off-sites and large-scale events.

Efficiency and Performance

- **Streamlined business operations to enhance efficiency**, resulting in a reduction in process time and the elimination of one employee. The team achieved increased productivity within shorter timeframes while maintaining high quality standards.
- **Enhanced the yacht's speed and performance through the development and documentation of numerous procedures**, encompassing forecast analysis, team performance assessments, strategic and tactical decision-making, and operational execution.
- **Maintained cost-effectiveness on transactional expenses** through meticulous forecast analysis, flawless execution, and the development of contingency plans to address unexpected events.

Team Leadership

- **Led, managed, and trained a team of 20 yacht crew members, resulting in improved speed, efficiency, and reduced execution times and errors.** These improvements led to first-place finishes and two second-place finishes at the European Championships, as well as victories in more than 15 other competitions.
- **Achieved a 70% retention rate for professional crew members** over a decade by fostering a culture based on shared values and open communication.
- **Conducted daily one-on-one meetings with team members** to address challenges, propose solutions, overcome objections, and provide motivation during challenging times.
- **Effectively managed conflicts with assertiveness** and respect, maintaining a healthy team environment.

Customer Satisfaction

- **Elevated client satisfaction to 90% by aligning with clients' goals**, proactively addressing objections, and strategically engaging with key stakeholders before, during, and after service delivery.
- **Consistently surpassed customer expectations** through strategic storytelling and meticulously timed immersive experiences.

VOLUNTEER ACTIVITIES

2020 - Present

Co-founder of Ibiza and Formentera Wingfoil and Kitesurf Sailing Club to represent sailors' interests, promote water sports and healthy lifestyle, and organize competitions. Became the biggest wingfoil association in Spain with over 200 members:

- **Defined the business and sales strategy** that led to positive balance and 50 signups yearly.
- **Successfully developed and managed operational processes for marketing events and racing competitions** becoming one of the most important Wingfoil Events in Spain.

2018 - Present

Co-founder and developer of the VCYC, an association in charge to promote sports and organize one of the most prestigious classic yacht racing championships in the world while assuring fair competition:

- **Defined the sales strategy** via member and sponsorship keeping a positive balance since day 1 and growing members' base by 300% annually.
- **Developed and designed website, social media, PR and marketing assets** to reach key stakeholders (members, sponsors, etc) and secondary (media, sailing associations) positioning the Championship as the most important in the Mediterranean.

EDUCATION & CERTIFICATES

July - Present (Sept 2023) **Business Strategy Specialization**

University of Virginia, US

Sept 2023

Business Analysis & Process Management

Coursera, US

August 2023

Startup School

Y Combinator, US

2022 - Present (2026)

Bachelor's Degree in Multimedia

UOC, Barcelona, SPAIN

Feb 2020

Master in Digital Marketing

The Power Business School, Madrid, SPAIN

2003 - 2011

Architecture *Dropout*

UPC, Barcelona, SPAIN