

## Info

1145 NW 10th St.  
Boynton Beach, FL 33426

Cell: 561-460-3540

mackletus@gmail.com

Linkedin ow.ly/Zocbn

## Career Snapshot

- Twenty five+ years of performance in key business roles.
- Proven record developing business.
- Expert in business research, problem solving and relationship building.
- Technology expert.

## Mission Statement

I strive to increase business performance by creating new relationships with customers and suppliers, applying sound business practices, developing and managing new business opportunities and taking advantage of cutting edge technologies.

PhotoShop  
DreamWeaver  
Google  
Word  
Magento  
Office  
PPC  
ONVX  
MacOS  
Windows  
Networks  
Excel  
CRM  
Moodle  
PowerPoint  
SEO  
Illustrator  
WordPress  
Outlook



# VITINO MILAZZO

## eBusiness Development Specialist

Dedicated to the research and development of new business opportunities...



## Work Experience

2013 - Present

### STS Refill Technology LLC / STS Inks *eCommerce Manager*

Redesigned and redeployed the company's website, applied SEO, Social Media and eMail marketing strategies, doubling sales during the first year.

2012 - 2013

### Smart Phone Fixer *Owner/Operator*

Developed Corporate Image, branding and website, deployed SEO, Social Media and PPC marketing strategies to bring new customers and generate sales. Created operation procedures and implemented ticketing system to track and bill repairs.

2009 - 2011

### Innova World Wide College *IT Director*

Designed and deployed website, implemented SEO and Social Media strategies, deployed and maintained Moodle Course Management System and Sales Force CMS.

2008 - 2015

### Curves For Women *Business Manager / Co-owner*

Designed and implemented marketing strategies to increase product sales, lead generation and member enrollment.



## Education

Universidad Católica Andrés Bello — Caracas, Venezuela.

Juris Doctorate, 1993

Bachelor in Business Administration, 1988



## Skills and expertise

### Technical

- ERP / CRM Systems
- Windows and MacOS
- SEO
- Google Adwords
- Magento
- Wordpress
- Marketing
- Computer Repair and Upgrade

### Personal

- Dedicated
- Self Motivated
- Team Player
- Entrepreneurial Spirit
- Lead by Example
- Troubleshooting/ Problem Solving
- Great People Skills
- Fluent in Spanish and Italian