

# JOSÉ JUAN (JJ) PÉREZ VELÁZQUEZ

Jose.Perez-Velazquez@Simon.Rochester.edu | (787) 927-3634 | LinkedIn.com/in/jjperezvelazquez | www.jjperezvelazquez.com | US Citizen

## EDUCATION

### SIMON BUSINESS SCHOOL, University of Rochester – Rochester, NY

June 2018

*Masters of Business Administration: Marketing Strategy and Pricing– Merit Scholarship Recipient*

- *Concentration Courses:* Marketing Research & Analytics; Pricing Policies; B2B Pricing; Advanced Pricing; Competitive Strategy
- *Additional courses:* Accounting; Business Law; Brand Management; Business Modeling; Consumer Behavior; Corporate Finance; Game Theory; Information Systems; Investments; Data Analytics; Organizational Strategy; Marketing Management

### UNIVERSITY OF PUERTO RICO, Rio Piedras Campus (UPRRP) – San Juan, PR

June 2012

*BA in Theater Arts (History, Acting, Technical Design, and 24 credits in Education) – Dean's List*

- Honors: Cum Laude; Department All-Around; Humanities Distinguished Student; Student Council VP Drama 2010-12

## SELECTED PROFESSIONAL EXPERIENCE

### ASSOCIATE MARKETING DIRECTOR, INTERN – Vigneri Chocolate – Rochester, NY

May 2017 – Dec. 2017

*Developed and implemented Marketing Plan for multinational FMPG manufacturer focusing on private product line and co-packing.*

- Implemented and optimized social media strategy with original content to support customer engagement and brand awareness.
- Managed cross-functional teams during packaging revisions resulting in a final design that reflected 10% more shelf-light.

### ENTERTAINMENT ARTIST & MARKETING CONSULTANT –Freelance Contractor – San Juan, PR

Aug. 2001 – Dec. 2016

*Served roles as Creative Consultant, Producer, Director, Stage Manager, Actor, and Graphic Artist.*

- Produced 12 shows, directed 8, assisted 6, fulfilled marketing campaigns for 10+ firms, created 26 characters, and wrote a film.

### MARKETING AND POLICIES MANAGER – Municipal Government of Yauco, PR – May 2016 to May 2017

- Wrote Bill, Pricing Policies, Marketing and Organizational Strategies to operate Municipal owned historical landmark.
- Designed financial models to support budgets and price optimization on diversified assets with segment price discrimination.

### SECOND EDITOR-IN-CHIEF – FREEMINDPR – NFP Start-up (LGBTQ magazine) – San Juan, PR – April 2016 to Aug. 2016

- Edited collaborations for print and online magazine using Associated Press style and social media scrapping.

### TV PRODUCER & COORDINATOR – WIPR (Public Television) – San Juan, PR – Aug. 2014 to May 2016

- Coordinated trivia game show with students for two-seasons of 60 episodes each and executed marketing and media plan.
- Produced, directed and edited 130 participant schools' videos, meeting tight deadlines and location challenges.

### ASSOCIATE PRODUCER & MARKETING MANAGER – Casa Productora (Arts Production) – San Juan, PR – July 2013 to Oct. 2014

- Produced two educational shows and one film, managed budget and production design with 20%+ net margin.
- Conceptualized and managed traditional & digital marketing and advertisement campaigns, acquiring four new accounts.

### PRODUCTION LIAISON & MARKETING ASSISTANT – UPRRP Repertory Theater – San Juan, PR – June 2011 to June 2013

- Reduced advertising expenses by \$120K in year-one through collaborations focused on cross-promotions.
- Increased team productivity through master scheduling, effective communications, and cross-functional management.

### ASSESSMENT ANALYST – UPRRP Humanities Faculty, Drama Department – San Juan, PR

Aug. 2010 – May 2012

*Implemented backward research approach to design assessment strategies and instruments to quantify artistic development.*

- Executed statistical analysis and developed insights utilizing data generated from multiple assessment methods.

### FOOD SERVER – OOF! Restaurants – Old San Juan, PR

Sept. 2007 – March 2009

*Delivered personalized dining experience across multiple company owned restaurants with differentiated experience designs.*

- Sold \$5K per week average in food and drinks and managed customer base of 30+ recurrent diners.

### BEACH & POOL EXPERIENCE MANAGER – Copamarina Hotel – Guanica, PR

Dec. 2006 – June 2007

*Managed beach & pool areas maintenance and services, plus supported retail store, diving services, and aquatic equipment rentals.*

- Collaborated with cross-functional teams to deliver unique experiences to generate revenue on ancillary services.

### FOOD SERVER & SUPERVISOR – Johnny Rockets, the Original Hamburger – Bayamon, PR

June 2004 – July 2005

*Supervised floor operations, managed scheduling, coached and mentored servers, and developed online marketing strategies.*

- Safeguarded operations policies and standards to sustain average sales above \$1.5K per hour on shifts with 5+ food servers.

## LEADERSHIP – GRADUATE LEVEL

### VP ALUMNI ENGAGEMENT & CORPORATE TOURS – Simon Marketing Association

April 2017 – May 2018

### FOUNDER & COMMUNICATION OFFICIAL – SBS Diversity & Inclusion Board

June 2016 – May 2017

## SKILLS & INTERESTS

**Skills:** Adobe CC Suite (Photoshop, Acrobat, InDesign, Premiere); Final Cut Pro X; Excel; Word; PowerPoint; R code; SQL; Qualtrics

**Languages & proficiency level:** Spanish (native); English (proficient); French and Portuguese (beginner)

**Interests:** Singing; Piano; Guitar; Dancing; Documentaries; Meditating; Cooking; Community Volunteering; Digital Technology