

Maximo Reyes

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PROFESSIONAL EXPERIENCE

OLD HARBOR BREWERY - BUSINESS CONSULTANT & MANAGER

SAN JUAN P.R. JANUARY 2019 – MAY 2019

- Partnered with sales, design, production and finance to increase sales growth and attract new business
- Developed a strategic marketing and branding plan for the newly renovated Tap Room
- Established vendor partnerships with local businesses for Tap Room entertainment bookings and gift shop merchandise
- Recruited cross functional team of ten to ensure successful launch of the Tap Room and further sustainability

AUTHENTIC BRANDS GROUP - ROYALTY & BUSINESS MANAGER

NEW YORK, N.Y. MAY 2018 – NOVEMBER 2018

- Analyzed business requirements and processes through documenting workflows, interviews and internal workshops
- Translated stakeholder requirements into tangible deliverables such as user cases/ stories and functional specifications
- Recruited, negotiated and contracted 3rd party vendor for specific projects to ensure optimal system performance
- Facilitated cross functional meetings to remove impediments and drive productivity
- Identified and reconciled errors in client data to ensure accurate business requirements
- Inspired an offshore and onshore team to become self-managing to redesign websites for multinational luxury brands
- Monitored contractual compliance guidelines, ensuring royalty reports, product submissions and other contractual requirements flowed with in the corresponding framework

KAZZA WINE BAR - OWNER & OPERATOR - Entrepreneurial Venture

NEW YORK, N.Y. APRIL 2016 – SOLD in DECEMBER 2017

- Worked with creative team to develop a consistent branding image for Kazza Wine including logo, website, merchandise and social media tone/presence.
- Increased customer base with strategic digital marketing strategies and weekly-featured performances resulting in favorable reviews and features in several publications
- Coached a team of 15 to manage day to day business operations, sales and provide highest quality of customer service

NICKELODEON NETWORKS - CONTRACT & BUSINESS ANALYST

NEW YORK, N.Y. APRIL 2007 – APRIL 2016

- System administrator for all U.S., Canadian, and European licensing agreements in Contract Management System.
- Implemented software, prioritized development work, managed project releases, and tracked team metrics
- Delivered on project timelines by facilitating sprint planning, daily stand ups, backlog grooming, and retrospective meetings
- Drafted and Maintained business requirements and align them with functional and technical requirements
- Gathered requirements, created wireframes, and developed webpages to improve user experience
- Increased team productivity across remote teams through effective coaching, mentoring, and scrum framework
- Enabled four EMEA businesses to meet regulatory needs by implementing the Transaction Lifecycle Management (TLM) tool
- Defined and implemented system strategies for inventory management of final production contractual samples

UNITED MEDIA - LICENSING COORDINATOR

NEW YORK, N.Y. MAY 2005 - APRIL 2007

- Responsible for Streaming Latin American market by developing workflow solutions to manage high volume of product approvals
- Assisted Category Manager with licensee communication and account management
- Responsible for the approval of licensee`s product and package designs from concept to final approval

EDUCATION

UNIVERSITY OF MINNESOTA (MINNEAPOLIS, MN)

Bachelor of Arts in Communication Studies,

AUGUST 2013

GENERAL ASSEMBLY- (NEW YORK, NY)

- *User Experience Design (10 Week Immersive)* *In Progress* SUMMER 2019
- *Digital Marketing (Seminar)* OCTOBER 2018
- *Project Management (10 Week Immersive)* DECEMBER 2014

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TECHNICAL SKILLS

Program Software

Microsoft Office Suite (Excel, Powerpoint, Word, Outlook), Visio, Facebook & Instagram Ad Manager

Creative Software

Snag It, Photoshop, iMovie, Lightroom, Square-Up Point of Sale, MYNT Point of Sale, Logic

Operational Systems

CMS (Contract Management Systems) NickNames (Nickelodeon Contact Database), Digital Product Approvals, Citrix Metaframe, XP Digital Art Bank, Brio (Report Query tool), SAP Business Objects Analytics tool, Film Track, Royalty Zone

References available upon Request