

# ISAI HARO

E-COMMERCE & MANAGEMENT PROFESSIONAL

LINKEDIN:

<https://www.linkedin.com/in/isai-haro-302247190/>



English

Spanish



## RELEVANT SKILLS

Amazon Seller Central

Brand Development

Social Media Management

Facebook/Instagram Ads

Product Sourcing

Multi-Media Ad Creation



## ABOUT ME

E-commerce and Hospitality professional with 10 years of experience in various high-level positions including wine director and managing partner. I have a unique skill set based around management, sales, high volume operations, large scale inventory, project management, client and guest relations, marketing and brand development. Extensive experience in building and strengthening teams of professionals to provide unique projects and campaigns that reach target audiences and achieve brand goals.



## EXPERIENCE

### CO-OWNER/GROWTH MANAGER

**Restorative Ink Specialists** Los Angeles/Austin TX - 2020 - CURRENT

Head of Marketing and Product Development. Strategic advertisement planning, market research, developed Amazon business/listings, establish online presence across all social media channels, optimization for organic and paid search, traffic and sales analytics. Optimize online store for conversions, budget/profit and loss management.

### OWNER

**Viotemp LLC** Las Vegas - 2020 - CURRENT

Source and negotiate products with distributors, manufacturers, and wholesalers. Asses market trends through keyword/volume search demand Create international shipping plans and work closely with freight forwarder in order to ensure customs clearance into amazon warehousing. Create marketing and advertising strategies through Facebook Ads, Amazon PPC, Email Campaigns, Social Media channels. Create branding, videos, imagery, website and all marketing materials

### WINE DIRECTOR/MANAGING PARTNER

**Cleaver/Herbs & Rye** Las Vegas, NV - 2018 - 2020

Create and maintain Wine program for two venues. Negotiate pricing of goods from distributors to ensure profitability. Develop and nurse relationships with vendors. Create and update the wine list in coordination with Executive Chefs and Director of Operations. Maintain pars and vintages of a 500+ bottle wine program. Hold consistent group and individual trainings. Extensive knowledge of fine dining service, verbiage, and etiquette.



## BUSINESS MANAGEMENT SKILLS

Strategic Budget Planning

Communication/Networking Skills

Project Delegation

Develop Profit and Loss Statements

High Aptitude for Technology

Conflict Resolution Techniques

Advertising/Marketing Experience

MS Office Proficient

Google Sheets Proficient

Balanced & intuitive decision making

Public Speaking

Natural Team Leader



## REFERENCES

DESIREE BATES  
Culinary Academy  
Career Developer  
(702) 271-6722

JOE PERIERA  
F&B Professional  
(702) 287-6389

MICHAEL SCUDDER  
Vin Sauvage  
Portfolio Manager  
(410) 404-0941



## EXPERIENCE

### LOUNGE MANAGER

**Wynn Las Vegas, Parasol** Las Vegas, NV - 2016 - 2017

Managing, scheduling and training restaurant staff and monitoring staff performance. Maintaining the department in accordance with Health Department standards. Ensures customer satisfaction through application of outlet and Wynn Las Vegas service standards. Instilling and executing Forbes 5 Star ratings within venue and property wide. Exhibit strong motivational and developmental skills.

### BEVERAGE DIRECTOR

**Charley Noble Restaurant** Wellington, New Zealand - 2015 - 2016

Operated the bar program in accordance to 1 HAT restaurant standards. Created and maintained high volume cocktail program within a fine dining restaurant ▶ Cocktail Menu Creation and implementation every 3 months for seasonal menus. ▶ Hire and Train proficient bar backs and bartenders in the skill of high volume and creative bartending. Trained with Master of Wine (WSET) regarding wine buying, pricing, marketing, distribution and trainings.

### INTERNATIONAL TRAVEL 2015 - 2016

Thailand, Cambodia, Vietnam, Malaysia, Singapore, New Zealand

### BAR MANAGER

**Herbs & Rye** Las Vegas, NV - 2011 - 2014

Hire and train bar backs and bartenders regarding 'steps of service', efficiency, speed bartending, customer service and cocktail creation.



## EDUCATION

WEST AIR AVIATION — FAA PILOTS LICENSE 2010  
COLLEGE OF SOUTHERN NEVADA — BUSINESS MANAGEMENT COURSES  
RANCHO HIGH SCHOOL MAGNET SCHOOL OF AVIATION — HIGH SCHOOL DIPLOMA WITH 4 YEARS OF AVIATION FOCUSED EDUCATION