**Denisse Olivas**

9021 Cuernavaca • El Paso, TX 79907

Cell: 915.252.0509 • Email: dolivas@utep.edu • Linkedin.com/in/dolivas

**Education**   
**Master’s in Business Administration.** University of New Mexico. Business Administration with a concentration in Marketing. Graduation December 2006.   
**Bachelor of Business Administration.** University of Texas at El Paso. Marketing and Computer Information Systems, dual major. Graduation December 2002.

**Work Experience**

**May 2013-Present. Director-Center for Hispanic Entrepreneurship, University of Texas at El Paso.**

* Oversee the development of the Center for Hispanic Entrepreneurship
* Create and oversee the implementation of the strategic, operational, and marketing plans
* Lead the development and implementation of its three basic functions: Research, Education, and Extension
* Develop and nurture relationships with business professionals, faculty, and students
* Ensure proper operation of the organization
* Ensure proper delivery of key information and support to Hispanic businesses

**August 2013-Present. Marketing and Management Faculty-University of Texas at El Paso.**

* Courses: Principles of Marketing, Multicultural Marketing, and Entrepreneurship

**January 2011-April 2013. Independent Hispanic Marketing and Advertising Professional.**

* Provided Hispanic Marketing leadership to businesses to improve current Hispanic initiatives and help those new to the market
* Educated and influenced key managers on Hispanic market and guided them to allocate proper resources to optimize results
* Analyzed trends on the Hispanic population across different US markets
* Provided relevant and timely information to key customers
* Identified emerging Hispanic opportunities to develop best practices and training

**December 2008-December 2010. Program Coordinator-UNT Center for Spanish Language Media (CSLM).**

* Designed and implemented Professional Development (PD) program and conducted marketing initiatives for (CSLM)
* Developed short and long range Marketing plans for (PD) program that resulted in increased brand awareness and additional income for (CSLM)
* Designed marketing collateral for events and workshops
* Created quarterly news bulletin, and provided copy-writing for online content, and ads for individual workshops
* Managed individual Media Sales, Hispanic Marketing, Social Media, and Internet Marketing workshops/managed 5 research associates
* Helped (CSLM) with overall positioning strategy that resulted in increased awareness and PR invitations and opportunities
* Managed everyday (CSLM) and (PD) activities
* Increased (CSLM) visibility and attendance to events through Social Media, SME, and SEO
* Developed press releases and other communication components disseminated to target markets
* Conducted primary, secondary research, focus groups on Hispanic and Spanish language media issues
* Performed advertising and PR activities in the US and Latin America

**January 2010-December 2010. Adjunct Faculty-UNT Center for Spanish Language Media (CSLM).**

* Seminar: Spanish Language Media and Hispanic Marketing

**July 2008-November 2008. Traffic Manager-PowerPact (Print Advertising).**

* Managed short and long term promotional plans and creative for Sony account
* Processed and delivered advertising briefs to internal and external teams
* Liaison for creative department, account service and studio
* Facilitator for kick off creative downloads, internal reviews, and roundtable meetings
* Created and edited Spanish copy for magazine ads and creative

**October 2007-May 2008. Project Coordinator-Razor (Print Advertising).**

* Managed monthly/weekly press runs for Domino’s Pizza targeted and prospect mail pieces accounting to 3 million
* Managed communication between client partnership and vendors
* Liaison for creative department, account service, and studio
* Trans-created pieces to fit Hispanic market
* Designed better flow of runs through departments and vendors for targeted and prospect mail
* Generated monthly print reports to executive management
* Developed marketing schedules and project management team deadlines that enhanced productivity

**November 2004-May 2007. Fiscal Coordinator-University of New Mexico (C&G).**

* Coordinated 115 research accounts amounting to over $5 million
* Ensured proper grant and contract communication between internal and external parties that resulted in additional budgets
* Managed timelines, budgets, and reported fiscal activity to federal, state, and private agencies
* Trained and serviced departments on system conversions and contract stipulations

**January 2003-November 2004. Senior Department Manager- JC Penney Co.**

* Managed marketing operations for three departments in top market with sales over $1 million each
* Increased yearly sales by 5-10% by implementation of strategies and tactics tied to corporate marketing objectives
* Managed 25-30 associates and assistant managers
* Provided market input to store manager and merchandise planner on local market opportunities and competition, and changes in the Hispanic and general markets
* Developed and maintained merchandise floor plans through immediate market input

**Skills**

* Computer: Power Point, Word, Access, Excel, Publisher, Photoshop, InDesign, Dreamweaver, and SPSS
* Languages: Fully bilingual in English and Spanish

**Certificates**

* Social Media Course Certificate. University of San Francisco. June 2013.
* Hispanic Marketing Communication Certificate. Florida State University. August 2009.

**Associations**

* American Marketing Association
* Toastmasters International
* UTEP alumni Association