

# KATIA MEDINA, MBA

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## QUALIFICATIONS PROFILE

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Business development professional with successful track record assisting minority business clients increasing revenue and enhancing productivity. Challenge and solution oriented. Team player with strong leadership capabilities. Passionate about empowering small biz entrepreneurs to achieve desired goals. Fully bilingual in English/Spanish.

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## AREAS OF EXPERTISE

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- *Strategy Development*
- *Cash Flow Maximization*
- *Client Relationship Management*
- *Vendor Management*
- *Market & Industry Research*
- *Knowledgeable in LATAM Markets*
- *Minority Certifications*
- *Operations Oversight*
- *Office and Executive Administration*
- *Problem Resolution*
- *Strategic Planning*
- *Customer Relations*

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## EXPERIENCE

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**PROSPERA (FORMERLY KNOWN AS HISPANIC BUSINESS INITIATIVE FUND OF FLORIDA)** ▪ Orlando, Florida 2014 – Present

Economic Development Organization

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### **Business Development Consultant**

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- Provide one-on-one consulting and offer Hispanic entrepreneurs a wide range of assistance including, but not limited to: initial analysis of new or existing business venture, conduct assessments to determine strengths and weaknesses, formulate solutions to their challenges and assist client implement business strategies.
- Assist business owners through the process of identifying financial needs, explain the different sources of capital available and assist them through qualification and application process.
- Assess small business entrepreneurs needs in order to guide them to internal and external resources that will foment their improvement and growth.
- Provide follow-up consulting with existing clients to ensure implementation of strategic plans and results.
- Meet organizational goals in number of clients assisted, jobs created and retained and report directly to the Region VP and CEO on a bi-weekly basis.
- Identify entrepreneurial grants that can address the challenges a business is experiencing, prepare and present cases to the Technical Assistance Committee for approval.
- Understand various types of existing minority certifications for entrepreneurs, recommend most fitting minority certification and assist gathering necessary documents and completing application for approval.
- Coordinate the development of a business plan and a marketing plan determining the type and scope of external resources necessary to implement the plan.
- Develop, organize, promote and facilitate educational business workshops for entrepreneurs throughout the year including but not limited to: assess the business needs of local market entrepreneurs, planning educational seminars and workshops.
- Establish and maintain working relationships with community leaders, corporations, and partnering organizations to enhance organizations standing with the community at-large.
- Stay current with business trends, marketing strategies, laws and regulations, latest technological innovations, and software development.

**OFFICE OF LEGISLATIVE SERVICES AND PUERTO RICO SENATE** ▪ San Juan, Puerto Rico

2004-2013

Legislative Assembly of Puerto Rico

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### **Human Resources Specialist**

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- Write letters, internal and general Human Resources communications.
- Register newly hired employees and process payroll.

- In charge of the recruitment process by gathering employee personal information, verify that job candidates have filed the required documents.
- Maintain 100% up-to date datedness of sensitive personnel information in custody.
- Oversee that all newly hired employee documentation is complete and prepare employee personnel file.
- Prepare, process and follow-up on Human Resources documentation.
- Perform employment verifications via telephone or email.
- Prepare monthly reports on vacancies and currently held positions; also, report any changes of personnel status.
- Prepare and maintain employee salary schedules per federal minimum wage regulations.
- Provide first - line support with all concerns regarding human resources.
- Maintain and update policy manual and employee handbook.
- Schedule and conduct effective orientation for newly hired employees.
- Design and explain several reports, such as low vacation balances and employees with tardiness problems and/or absenteeism.
- Benefits program coordinator (health insurance, 401K, paid time off, etc.).
- Ensure coordination of employee workers compensation insurance policy.
- Plan, develop, organize, evaluate, manage and monitor special programs and activities for employees.
- Coordinate with third parties, contractors, and others to resolve problems and implement programs.

**JC Penney** ▪ San Juan, Puerto Rico

2001-2004

**Department Manager**

- Develop and organize employee schedules as well as kept employees updated with overall business processes.
- Ensure accurate documentation of production and quality control data and records.
- Assess all marketing campaigns, monitored competitor activities, analyzed pricing positions, and took part in the completion of long-term marketing plans and strategies.
- Coordinate product receiving, interact with suppliers, balance cash register and perform deposits.
- Ensure internal controls and loss prevention efforts.

**The Monet Group, Co.** ▪ San Juan, Puerto Rico

1999-2001

**Account Executive / Latin America and Caribbean**

- Serve as account executive managing accounts in St. Thomas, Aruba, Curacao and Martinique.
- Coordinate product launch, trainings and promotions; perform visits to monitor sales reps and uncover sales opportunities, including visual merchandising tactics.
- Assist in the implementation of the company marketing plans.
- Provide prospect/customer with price quotations.
- Maintain contact with all clients to ensure high levels of client satisfaction.
- Receive and resolve customer complaints in a timely manner.
- Maintain accurate records of all sales and prospecting activities.
- Participate and contribute to the development of educational programs offered to clients / prospects.
- Promote company products through conventions and trade shows.

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**EDUCATION**

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MASTER'S DEGREE IN BUSINESS ADMINISTRATION, MARKETING: 2003  
Interamerican University Metro Campus ▪ San Juan, Puerto Rico

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**COMMUNITY AND PROFESSIONAL  
INVOLVEMENT**

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Hispanic Business Council of Kissimmee - Board member 2014 - Present  
"Don Quijote Awards" Steering Committee - 2014 and 2016  
Hispanic Chamber of Metro Orlando - Member - 2014 - Present