



ZENAIDA ARMELLA

THE ABILITY TO THINK INDUCTIVELY, DEDUCTIVELY AND DIALECTICALLY.

<https://www.abcorganics.online>
<https://www.restorevigor.com>
<https://www.whitepillowconcept.com>

PROFILE

"Ms. Armella's formal education, training and employment experience are equivalent to 260 credit hours (150 officially completed from accredited institutions + 110 of experience in the field of marketing and business). She has proven herself to be highly trained and has a well-rounded understanding in the fields such as accounting, finance, management, and marketing." David M. Hardesty, Ph.D., Associate Professor, University of Kentucky, January 13, 2009.

CONTACT

PHONE:
+ 1 (786) 260 - 2297

EMAIL:
zenarmella@gmail.com

REMARKS

Identifies critical issues, prioritizes, focuses energy/effort, recognizes fallacies, avoids common errors, and handles ambiguity as an asset to any organization, entity, business or personal level.

Establishes, maintains, and improves lasting relationships by understanding human nature and leading accordingly.

A DECISION-MAKING WOMAN

MEMBERSHIPS

Present - 2015
Society of Professional Journalists

Present - 1990
National Association of Hispanic Journalism

EDUCATION

NOVA SOUTHEASTERN UNIVERSITY
FORT LAUDERDALE, FLORIDA (8/97)
MPA: Public Administration

FLORIDA INTERNATIONAL UNIVERSITY
MIAMI, FLORIDA (1/92 – 8/95)
Bachelor of Arts: Political Sciences
Area of Specialization: Comparative Politics and mass target communications

FLORIDA INTERNATIONAL UNIVERSITY
MIAMI, FLORIDA (1/92 – 8/95)
Bachelor of Arts: International Relations
Area of Concentration: The Middle East, Africa, Caribbean & Latin America

UNIVERSITY OF MIAMI
MIAMI, FLORIDA (1/89-1/92)
Koubek Center-bachelor's in arts: Journalism
Area of Concentration: TV Production & News Room

MIAMI-DADE COMMUNITY COLLEGE
MIAMI, FLORIDA (1/88 - 12/90)
Associated in Arts: Communications Journalism / Photography

WORK EXPERIENCE

ABC ORGANICS, LLC – VERO BEACH, FLORIDA (5/2010 – PRESENT)

CFO & Media Chief Director

- ✚ Biological Crop Protection products image international coordinator
- ✚ Aim to the Global market as a leader on organic formulations
- ✚ Innovator on sustainability marketing effectiveness and ecology
- ✚ Human resources farming consultant
- ✚ Maximize strategic allocation of resources
- ✚ Implementing The White Pillow Concept in the farming operation

ARMELLA INTERNATIONAL, INC. – MIAMI, FLORIDA (5/2010 – 02/98)

Director of Marketing

- ✚ Full-service interior consulting projects
- ✚ Full-service renovation and administration projects
- ✚ Historic residential buildings management project
- ✚ Vacation Rentals managed and conducted by the White Pillow Concept (WP)
- ✚ Vacation Rentals projects development and finalization
- ✚ Website design under new era marketing and effective results
- ✚ Image adviser & personal international representations
- ✚ Political image and advisor

SKILLS

- Languages: Spanish & English (verbal & writing) with translation capabilities
- Mediation, negotiation, arbitration, and communications abilities
- Strong planning performance (writing/presentations)
- Marketing and organizational skills a plus
- Experience & Trained in the use of networking, webinar, web siting, etc.
- Creative and visionary individual

VOLUNTEER

St Helen Parish / Catholic Church, Vero Beach, Florida

March 28, 2019 – Present
EMHC: Extraordinary Minister of the Holy Communion.

Consulate of Colombia, Coral Gables, Florida, participated as Jury Voting in West Palm Beach, Florida Zone 40, Location 09.

March 11, 2018 (Table 01) – May 27, 2018 (table 08) – June 17, 2018 (Table 012)
Presidential Election that elected Iván Duque Márquez as the 97th President of Colombia, South America.

UF IFAS Tropical REC, Soil & Water Department, Homestead, Florida

(Dr. Yuncong Li) October 2012 to December 2014

UF IFAS Tropical REC, Soil & Water Department: Contribution to the program goes from photojournalism, collaborating in the lab, preparing filtering paper, collecting data from leaching columns, planting and transplanting in the greenhouse and field, collecting plant growth data and tissue as well as soil samples for analysis up to harvesting that later were shared to the Farm Share Organization.

Republican Campaign Headquarter in Coral Gables, Florida

September 2004 to November 2004
Participated over the phone confirming and instructing voters where to vote on the 55th quadrennial presidential election that reelected George W. Bush as the 43rd US President.

Consulate of Colombia, Coral Gables, Florida, participated as Jury Voting in Zone 6 at Plantation, Florida on table 883604008

May 26, 2002
Presidential Election that elected Alvaro Uribe Velez as the 94th President of Colombia, South America.

President of VOLJUV, Voluntariado Juventud, a non-profit organization that assisted children and elderly since 1978.

January 1984 to November 1987
This organization built two homes to serve the most needed individuals such as elderly homeless and abandoned children with the support of Saint Teresa of Calcutta, Mother Teresa's Nuns and Cucuta's Diocese, N. de S., Colombia.

AGRIMOR INTERNATIONAL CORP. – AVENTURA, FLORIDA (12/03 – 1/00)

Director of marketing

- ✚ Marketing of agricultural pesticides from China to East Europe
- ✚ Public Relations and greeting specialist for international commissions
- ✚ Editor of pesticide dossiers, registration and coordinator with GLP international laboratories
- ✚ Press releases coordinator for high quality crop protection products and innovative eco-friendly solutions to a large and diverse group of customers worldwide.
- ✚ Promoter of superb service and support infrastructure that ensures exceptional product performance, reliability, safety and an unprecedented degree of customer satisfaction

SOBE LAND, LC – SOUTH BEACH, FLORIDA (12/00 - 6/97)

Investment Director of Marketing & Interior Design

- ✚ Property manager of 68 units
- ✚ Five condo conversion-renovation project manager
- ✚ Space re-organization & decoration at low cost
- ✚ Company's promotional package creation and marketing strategist
- ✚ Personnel hiring and salary distribution
- ✚ Sales presentation manager and Public Relations director
- ✚ South Beach Art Deco 1935 restoration project manager and Public Relations
- ✚ Managed public relationship with City of Miami Beach construction/building permits and code compliance cases

COLOMBIAN SENATE: SENATOR'S OFFICE - BOGOTA, COLOMBIA (5/97 - 6/93) NORTE DE SANTANDER GOVERNOR'S OFFICE: CUCUTA, COLOMBIA (5/97 - 6/93)

Political Image Advisor & White Press

- ✚ Developed political image to Honorable Senator Carlos Celis, Liberal Party, N. de S.
- ✚ Developed political image to Honorable Governor Sergio Entrena, Liberal Party, N. de S.
- ✚ Developed advising strategies to improve speech effectiveness
- ✚ Prepared logistics of Presidential visit to N. de S.
- ✚ Coordinated governor's speech
- ✚ Created souvenirs to international visitors into the Presidential Visit

HONOR & AWARDS

University of Florida, 2015.

Outstanding Achievement Wife Award presented by. Dr. Marcel Barbier

Cambridge Who's Who, 2009-2010

Entrepreneur of the Year Representing = Design Consultancy

Cambridge Who's Who, 2007-2008

Exceptional Professional Recognition

Palace of Government, Colombia, 1997, 1995

Valuable Services and Talents Recognition

Cucuta Society, 1995

Best International Professional Profile Award

The Dean's List, 1993-1994

Outstanding Academic Excellence

Miami-Dade College, 1992 & 1993

Distinguished Service Award

Leukemia Society of America, 1990

Special Efforts Awards

REFERENCES

UPON REQUEST