

# Victoria Fajardo

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## EXPERIENCE

### **Director of Operations**

*Glanz Aesthetics November 2023 - Present*

- Lead and guide front-line staff, including administrative personnel, aestheticians, nurses, and physicians, by setting performance expectations, offering coaching, conducting regular evaluations, identifying training needs, and creating professional development plans.
- Oversee daily operations to streamline patient flow, scheduling, and resource allocation, implementing procedures for enhanced productivity, compliance, and safety. Manage inventory levels, coordinate procurement, and uphold cost-effective inventory practices. Address patient inquiries, concerns, and feedback.
- Collaborate with marketing teams to promote services, campaigns, and special offers to attract and retain clients.
- Collaborate with medical and aesthetic professionals to prioritize patient satisfaction in service delivery. Ensure strict adherence to industry regulations, guidelines, and safety standards within the facility, staying updated on regulatory changes and best practices.
- Assist in budget development and implement cost-control measures to maintain financial sustainability and profitability. Monitor revenue streams, track expenses, and contribute to financial reporting for effective financial management.
- Participate in local networking events, cultivating relationships with relevant partners to elevate the business's visibility and reputation. Introduced cross-marketing initiatives with artists, celebrities, and influencers.

### **Regional Director of Operations**

*Perfection Plastic Surgery / Med Spa , Miami Beach , FL And Las Vegas, Nevada May 2020 - Present*

- Expanded company from one surgeon and ten staff members to five surgeons and twenty-five staff members within a year.
- Managed operational resources and budgets to meet revenue and net income targets, while tracking key performance indicators (KPIs) to ensure operational effectiveness and adjusting as needed.
- Implemented initiatives and structured processes to boost operational efficiency and effectiveness, while also developing and executing operational strategies in line with the organization's overarching goals and objectives.
- Monitored and evaluated staff performance regularly, addressing any issues and variances from benchmarks.
- Recruited talent and retained team members who met or exceeded our high standards.

- Communicated regularly with the executive team about program status, customer status, anticipated resource requirements, and business opportunities.

### **Director of Operations**

*Get Refreshed, Miami Beach, FL / May 2020*

- Implemented and revised operational policies and guidelines for the company.
- Liaison with departmental heads to develop financial plans and ensured company-wide operational compliance.
- Supervised and tracked all of the company's revenue margins and conducted budget reviews to maximize profits.
- Developed and executed new growth directives.
- Oversaw all departments and made sure each department executed weekly and monthly goals.
- Created new marketing ideas to bring profit and revenue to the company.

### **A&R Services, Senior Manager**

*Warner Music Latin Feb 2020 - May 2020*

- Found and acquired recording artists, songs, and producers via demos, recordings, live performances, and streaming platforms.
- Developed relationships with artists and representatives, negotiating deals effectively.
- Organized meetings between artists and producers, overseeing recording, mixing, and mastering sessions.
- Expertise in cinematography and the music industry, with a strong focus on creativity and visualization.
- Skilled in marketing, creative direction, and artistic development, with hands-on experience in directing and producing events.
- Proficient in negotiating contracts, managing budgets, and utilizing social media for promotional strategies.

### **Director of Artist Development and Marketing / A&R**

*PRFKT Records Jul 2015 - Oct 2019*

- Managed all aspects of marketing, promotions, social media, and artist representation, including overseeing events, tour scheduling, and contract finalization.
- Artist Development and Marketing for PRFKT Records studios in Stockholm, Sweden/Global.
- Scouted and signed talent for Warner and Universal Music.
- Devised comprehensive marketing strategies for emerging and multi-platinum artists.
- Utilized analytics to enhance engagement across various platforms and media outlets.

### **EDUCATION**

Miami Dade College Miami , FL

Bachelor's in Film, Television, Radio and Digital (May 2012)

**ADDITIONAL SKILLS**

Bilingual: English and Spanish

Advanced Final Cut Pro

Microsoft Office

Editing, Directing and

Cinematography

CapCut, Canva

**REFERENCES**

References available upon request