

J. Enrique Nañez

Multicultural Economic Development Consultant

1000 1000 1000 1000

Summary

Currently, I am the Director of Member Services at the Hispanic Chamber of Commerce of Wisconsin (HCCW) and Manager of the Cesar E. Chavez Dr. BID #38. As the Director of Member Services at HCCW, I am responsible for recruiting new members and servicing existing ones. This year, my hard work and commitment has resulted in the increase of membership recruitment from 33 to 45 new members, surpassing last year's numbers in only four months. Additionally, I lead a team who provides business solutions including, but not limited to, business start up and strategy development. Also, I assist business owners with grant application and MBE, DBE and WBE certifications.

Furthermore, as the Manager of the Cesar E. Chavez Dr. BID #38, I lead and coach business owners on how to access public and private financial resources that are available to them. This includes community services, grants and programs. Also, I help business owners with the development of effective sales and marketing strategies for their business. In addition, it is my responsibility to measure and track the business development performance through custom created surveys.

Moreover, my background includes a deep understanding of residential and commercial property financing. This wealth of experience in the financing process was obtained while working as mortgage banker for Robbins and Lloyd Mortgage Corporation. On average, I closed 20 loans per month.

In addition, I am bi-lingual, fluent in Spanish. Also, I have extensive experience with small business economic development and multicultural marketing strategies. But most importantly, I am a passionate business developer, a long-term relationship builder, and a creative problem solver individual, I have experience with grant application processes and guidelines for Façade, RIF, Signage, CDBG, as well as MEDC loan guarantee program.

Experience

Director Of Membership Services at Hispanic Chamber of Commerce of Wisconsin

May 2014 - Present (5 months)

Provides chamber members and business owners with personalized consultations covering business solutions ranging from company start up to business development strategies, including marketing and financial administration optimization. Also, provides business owners with guidance and filing assistance for City of Milwaukee grants as well as MBE, DBE and SBE certifications. In addition, through analysis of desired local demographics, leads development and design of custom marketing materials and deployment plans. Furthermore, responsible for recruiting new members and servicing existing members. Successfully increased membership recruitment from 33 members a year to 45 new members in four months. Also involved in

special event planning and execution. Work closely with local non-profits to enhance outreach of programs and fundraising activities.

1 recommendation available upon request

Consultant Business Development at Cesar E. Chavez Business Improvement District #38

January 2014 - Present (1 year)

Responsible for leading and coaching business owners to access a variety of community services, grants and programs provided by the City of Milwaukee, local financial services institutions and non-profit community development groups. Also, assists business owners in developing sales and marketing strategies; and facilitate transactions between building owners and potential leases. In addition, responsible for tracking business development performance through custom created surveys. Moreover, leads and manages the district's online marketing and social media team. Familiar with Façade Grant, RIF Grant and Signage Grant application process and guidelines.

Sun Fair Committee Member at Historic Mitchell Street Business Improvement District #4

March 2013 - Present (1 year 10 months)

Assist with design and production of marketing materials for the Sun Fair. Designed and printed banners, signage, posters and manage social media campaign.

Board Member at Mitchell Street Development Opportunity Corp.

March 2012 - Present (2 years 10 months)

Not for profit organization dedicated to revitalization of the Historic Mitchell Street business corridor.

1 recommendation available upon request

Board Member and Public Relations Committee at Friends of Modjeska Theatre

March 2012 - Present (2 years 10 months)

Serve on the board to renovate and re-open the Modjeska theatre located on Historic Mitchell Street. Assist in the branding and design of marketing and fundraising materials.

Silver City Promotions Committee Board Member at Layton Boulevard West Neighbors, Inc.

January 2011 - Present (4 years)

Assist in business development activities and promotions for Silver City neighborhood. From 30th and National Ave. to 43rd and National Ave.

Director Of Operations at DropZone. Design. Print. Web.

November 2009 - April 2014 (4 years 6 months)

Responsible for firm's daily operations including the deployment of key business processes. Also, in charge of customer and vendor relationship management. In addition, directed marketing services sales including, but not limited to, web design, web hosting, email set-up and support, social media set-up and management, photography, video production, audio production, digital print services, graphic design, translation services, market research and economic development strategies. Worked with numerous BID's to assist in marketing strategies and production of marketing materials for workshops and special events.

Bi-lingual Marketing services. Translation services. Hispanic market research and development. Graphic Design, Web Design, Web Hosting, Email set-up and support, Social media set-up and management, Photography, Video Production, Audio Production, Digital Print services, and more.

Please visit our site to place a Digital Print order. Or contact us at dropzoneprint@gmail.com

<http://order.dropzonedesignstudios.com>,

10 recommendations available upon request

Mortgage Banker at Robbins & Lloyd Mortgage

March 2006 - February 2009 (1 year)

Originated Mortgages ranging from residential homes and condos to Commercial properties.

4 recommendations available upon request

Principal/Owner at Nanez Enterprises LLC.

September 2003 - January 2009 (5 years 5 months)

I was in charge of subcontracting different projects ranging from residential renovations to commercial projects. Extensive work in rehabilitation of foreclosed properties. From gutting the interior to roofing, I was in charge of locating contractors.

Loan Consultant at Countrywide Home Loans

December 2002 - February 2006 (3 years 3 months)

Processed mortgages ranging from residential homes and condos to commercial properties. Was responsible for inbound loan inquiries generated from national television marketing campaign. Closed an average of 15 loans per month.

3 recommendations available upon request

Assistant Marketing Director. at Alpine Lending.

January 2000 - March 2002 (2 years 3 months)

In this position I was in charge of recruiting and retaining a telemarketing room of over 40 people. I had to review the performance of every employee of the marketing department and ensure we were meeting the sales goals set by the corporate directors. We had a new class of trainees every month so there was extensive training sessions on basic phone skills and the logistics of the Mortgage industry. This position was very demanding due to its visual management strategy. Basically every employees numbers were posted on a huge board and the person with the best numbers was awarded "Loan consultant of the month" and the bottom 20% was terminated. I started in this company as a telemarketer and tied the company record for "Loan Consultant of the month" by winning 6 months straight. Immediately after being promoted to Assistant Marketing Director.

Languages

Spanish

Professional Experience

Real Estate
Project Management
Business Development
Marketing
Finance
Sales
Construction
Sales Management
Banking
Financial Services
Management
Recruiting
Training
Strategy
Social Media Marketing
Leadership
Networking
Direct Sales
Time Management
Online Marketing
Fundraising
Social Media
Public Relations
Small Business
Marketing Management
Marketing Strategy
Strategic Planning
Customer Service
Event Planning
Public Speaking
Nonprofits

Education

Whitefish Bay high School
1998 - 2001

96 Square
