

Troy Nicholas Villar

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MANAGEMENT EXPERIENCE

Castle Beach, Miami Beach, FL — *Manager*

March 2020 - December 2022

- > booked reservations using phone, email, apps, and in person
- > helped process reservations and general help/questions
- > ensured rooms were cleaned/prepped for check-in
- > participated in ongoing training and development

The Frieze, Miami Beach, FL — *Manager/Marketing Manager*

June 2016 - June 2018

- > supervised a team of 20 employees to maintain and maximize effectiveness and productivity
- > managed social media + oversaw team to keep accounts consistently active to attract new business
- > created marketing material, helping create logos, designs, and graphics
- > took on various tasks: staff schedule/ meetings, inventory, sales, product creation, product control, store maintenance
- > held various roles: manager, supervisor, sales team, product control team, product creation team, social media team

Shake Shack, Miami Beach, FL — *Shift Leader*

July 2015 - May 2016

- > food prep, customer service, guest interactions, cooking, and cleaning
- > delivered exceptional hospitality to guests
- > balanced high volume with high quality
- > participated in ongoing training and development

SOCIAL MEDIA MARKETING EXPERIENCE

Social Media Food Content Creator, IG @mrmiamifoodie

November 2021 - current

- > social media content creation/editing + local/brand promotion
- > 3k+ follower growth in 6 months
- > engagement monitoring

AFFILIATIONS

American Marketing Association, *Digital Media and Creative Committee Member* - Gaining insight on business growth and marketing through collaboration and networking, in addition to conferences, seminars, and committee meetings.

The National Honor Society of Leadership and Success, *Member* - Member of Sigma Alpha Pi, the largest collegiate leadership honor society in the US. With only 12% of Florida International University students having been provided this recognition, I was selected by campus administration to participate among top students.

HONORS/CERTIFICATIONS

Executive Leadership Certificate National Society of Leadership and Success, 2021

Advanced Leadership Certificate National Society of Leadership and Success, 2020

Leadership Certificate National Society of Leadership and Success, 2020

Social Media Manager, IG @fitbybella__ (11.7k)

January 2020 - January 2023

- > relationship building with clients + brands
- > business coordination
- > analyzing local trends/market
- > creative help with brand events

Photography/Videography, Miami Beach, FL

January 2020 - June 2022

- > photo/video editing
- > social media content creation/editing
- > created highlight videos for professional events
- > adobe lightroom experience

EDUCATION

Florida International University, Miami, FL — *Business Administration - Management*

August 2016 - April 2020

Bachelor of Business Administration, 2020

Certificate in Team Management, 2020

COMMUNITY INVOLVEMENT

“Winter in Miami”, Creator — 2021

For my NSLS Better World Project submission, I created a plan of action titled “Winter in Miami” - a seasonal initiative which allows the unsheltered population warmth during Miami’s colder times.

Miami Animal Rescue, Volunteer — 2017 - present

Non-profit rescue for abandoned pets. Efforts include 200+ volunteer hours, fostering, money/supply donation, social media promotion, and dog adoptions in an attempt to combat the hardships that hundreds of thousands of abandoned pets face daily.

Lotus House Shelter, Volunteer — 2015 - present

Non-profit organization providing shelter and sanctuary to homeless women and children. Volunteer efforts include donating essentials such as food, clothing, hygienic products, and donating items to be sold at their thrift shop, Lotus House Thrift Boutique.

Miami Children’s Museum, Volunteer — 2014 - 2015

Volunteering included being a teacher’s assistant to help teach, discipline, and encourage the youth of my community.

Team Management

Certificate Florida International University, 2020

3x Dean’s List Florida

International University, 2016-2020

Cum Laude Miami Beach Senior High, 2016

LANGUAGES

Fluent in English and Spanish