

Joseph D. Citriniti Alvarado
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Professional Summary

Sales & Marketing / Account Manager / Management / Operations / Administrative Executive

General / Operations Management professional with proven expertise in: Staff Management, Sales and Marketing, Increasing Revenues streams, Budget and Financial performance, Accounting, Project Management, Technology implementation, Business Development, Team builder, Strong leadership. Fully Bilingual with complete written and spoken Spanish and English knowledge, Computer with Office Software knowledge and expertise.

PROFESSIONAL EXPERIENCE

Ganaderos Alvarado Inc. Arecibo, P.R

2012 -2014

Manager / Administrative Executive

- Supervised weekly market orders results and created competitive market development strategies to grow.
- In charge of 3 daily operations with 85 direct employees, 45 indirect, including: administration, USDA officials, suppliers, vendors, state agencies, farmers, truckers, business clients.
- Fleet Management 35 vehicles (Maintenance, Implemented Fleet GPS Tracking, fuel orders, parts, supplies).
- Reduced operational costs of manufacturing materials with all suppliers (materials purchasing, equipment).
- Organized logistics including local and international freights.
- Designed and Established sales plans, budgets, measured results. Allocate resources, and reviewed progress.
- Designed and implemented production, marketing, field, and technical services policies.
- Assured government compliance following OSHA, FDA, USDA and EPA standard and operational procedures.
- Guaranteed company quality controls by establishing and enforcing new organizational standards.
- Made sure the company's good manufacturing practices were followed with employees, & ethical practices.

Ganaderos Alvarado Inc. Arecibo, P.R

2011-2012

Accounts Manager

- Weekly Market sales analysis by gathering current weekly orders of products, supervise production quality.
- Delivery schedules, implemented merchandising techniques and sales tactics with positive outcomes.
- Visited and monitored retail stores, meeting with store managers.
- Supervise merchandiser's procedures in the field and managed store's inventory.
- Design display presentation of all stores as a guide to use in all of the Wal-Mart & Amigo stores in PR.

Accomplishments

- Increased Sales by .09% which represented more than \$ 1 million dollars in new sales on 2013.
- Created and obtained an OSHA certified operation and created an EHS department which I managed.
- Saved over \$130,000 in fuel costs; saved \$45,000 in packaging and \$52,260 in logistic costs on 2013.
- Designed and implemented a recycling program for cardboard, plastic, wood and metal materials.
- Implemented a monitoring of the sales and merchandising team monitoring system by pictures on location.
- Managed \$550,000 of an approved proposal of Dept. of Agriculture for new equipment and infrastructure.
- Developed and established an EHS program which corrected risks on all departments of the company.
- Implemented and organized a Purchasing Department which represented savings of 250k.

Office Max Corporation, San Juan, P.R

2009- 2011

Corporate Account Manager

- Account management portfolio with new and current accounts.
- Develop new business outside of existing client base. Actively achieve new revenue targets by renewing accounts and cross-selling/ or up-selling existing accounts.
- Build senior level relationship within client accounts in order to develop growth.
- Maintain a high level of knowledge of our products and services.

Accomplishment

- Corporate Account Manager with more new accounts opened in 2008 & 2009.
- Implemented Printed Discount client's cards program in PR.

Humana Health Services, San Juan, P.R

2006-2008

Market point Accounts Manager

- Visited healthcare providers (Physicians, Pharmacies, Clinics and Hospitals) to obtain referrals and prospects.
- Designed and Coordinated health fairs with Healthcare providers and physicians to obtain new prospects.
- Maintained current accounts growing, existing business and created new prospects to clients.
- Met and exceeded monthly sales quota established required by Management with the purpose of accomplishing yearly sales projection.
- Communicated daily and weekly productivity to supervisors and management.
- Created new sales strategies to promote and sell new accounts.

Accomplishments

- Exceed Sales Goal by 130% in 2007
- Certified by the Federal agency CMS.
- Developed new sales strategies that included: Orientations at Hospitals, Private Clinics, and Cold Canvassing.

Triple SSS, San Juan, P.R.

2005-2006

Sales Representative

- Enrolled new clients with health insurance programs that suited each customer's needs.
- Search for new clients by using my own resources. Generate a list of prospective clients throughout phone, referrals and other resources such as government agencies (schools, correctional facilities, DTOP ect...)
- Conduct communities group sales presentations to promote our products and their advantages.
- Salary based on net commission.

Education, Licenses & Certifications

2004, Pontifical Catholic University of Puerto Rico, Ponce PR

- Bachelor's Degree in Business Administration, Finance.
- Small Business Administration Certification Accounting and Marketing
- Commissioners Health Insurance office certified and licensed for Life, Health and Disability
- Trainings: ESH, FDA, HACCP, FSIS, Health state and Federal training.
- CMS Medicare Federal Trainings (1 full month)

References: Available upon request.

Willing to travel