

SUBJECT: Bilingual Trainer & Employee Advocate

John,

I'm on a mission and could use your help.

While I've excelled at catering to external and internal customers alike, I am looking to draw heavily on the world-class training I received and implemented at JW Marriott locations nationwide to concentrate on recruiting, developing and mentoring every company's greatest asset, its internal customers.

As I've advanced from dishwasher to director-level roles, I've:

>>Established productive partnerships with HR leadership by not simply bringing problems, but offering solutions to recruiting and employee relations challenges;

>>Used my Spanish-speaking fluency to aid in screening, securing and educating department leadership, hourly staff, interns and temporary foreign workers of various backgrounds and personalities to provide the best possible service to customers; and

>> Administered a similar approach to surprising and delighting customers – observing actions and behaviors and listening to identify best ways to communicate, engage and wow – in order to increase employee satisfaction, improve retention and build teams that impress.

I would love to schedule a time to sit down with you in the near future. In the meantime, please feel free to forward this email and the latest version of my (attached) resume to any others who may have a need for my areas of interest and expertise.

Diego Moreno

www.linkedin.com/in/morenodiego

diego.j.moreno@gmail.com

505.284.1348

Diego Moreno

HEADLINE

Bilingual Trainer & Employee Advocate

PROFILE SUMMARY

I apply the same passion and principles used to design and deliver 5-star customer experiences to enhancing the employee experience.

Throughout my 10+ years of steady promotions and appointments to elite teams tasked with recruiting, onboarding, motivating and training employees during new site openings, \$20M renovations, changes in leadership and major rebranding efforts, I've positively impacted profitability and morale at 8 distinct company locations.

By working hard to advance from dishwasher to director-level roles, I've had the pleasure of:

- ▶ Establishing productive partnerships with HR leadership – not simply identifying problems, but offering solutions to recruiting and employee relations challenges;
- ▶ Using my Spanish fluency to aid in screening, securing and educating department leadership, hourly staff, interns and temporary foreign workers of various backgrounds and personalities to provide the best possible service to customers; and
- ▶ Applying a similar approach to surprising and delighting customers – observing actions and behaviors and listening to identify the best ways to communicate, engage and wow – in order to increase employee satisfaction, improve retention and build teams that impress.

My passion for empowering employees is my inspiration when designing and delivering training on:

Strategic Interviewing • Embracing Diversity
Integrating J-1 Employees • Visa Program Highlights
Mentorship Program Essentials • Problem Resolution
Strengthening Team Confidence • Understanding P&L
Enhancing the Customer Experience • Processing Payroll
Forecasting & Budgeting Fundamentals • Staff Appreciation
Leadership Development Plan Implementation • Onboarding
Establishing Goals & Measurable Outcomes • Sales Strategies

MEDIA

The American Management Association (AMA) article below sheds even more light on the vigorous training standards that shaped me.

EXPERIENCE

Improvements Manager

Casa de Moreno

January 2016 – Present | Albuquerque, NM

In my tool belt and painter's pants, I'm pitching in on some long overdue home improvements while seeking the perfect opportunity for my recruiting and training savvy.

Director - F&B

JW Marriott

June 2012 – December 2015 | Santa Fe, NM

Director • 2/13 - 12/15

Assistant Director • 12/12 - 2/13

Manager • 6/12 - 12/12

Though recruited for the director role, I spent my 1st 9 months transitioning from manager to assistant director before taking over leadership of a management team of 7 in February 2013.

To find, hire, empower and retain up to 200 employees (\approx 40% seasonal) across 11 departments in my division, I constantly partnered with the Director of HR to define, plan and carry out recruiting, orientation and training efforts.

I worked hand-in-hand with HR leadership to tailor corporate policies to state and local regulations and consumer preferences and helped out across departments by communicating policy changes, training and giving a weekly 15-minute address to our valued Spanish speakers in their native language.

My bilingual skills were a huge asset in bridging cultural divides within and across business functions, easing recruiting efforts, speeding up employee acclimation and increasing engagement.

I not only enhanced employee development, communication and awareness by designing and launching a leadership development program, a new training series, cultural retreats, a weekly newsletter, a monthly "Employee Spotlight" and the "Buddy Program" pairing international temporary visa employees with more experienced local counterparts, but I helped honor and engage our employees through:

Celebrations to Honor Diversity & Promote Wellness

Intern & Seasonal Staff Cultural Integration Events

Annual Galas to Showcase 5-Star Employees

New Product Launch Employee Gatherings

Yearly Strategy & Team-Building Retreats

Regular Team Meetings

These initiatives and programs worked, as our employee satisfaction rankings jumped from the top 20 to the top 4 (out of 40+ US sites) during all 3 of my years at this location.

Assistant Director - F&B

JW Marriott

May 2010 – April 2011 | La Jolla / San Diego, CA

Happily promoted once again (this time to aid in leading up to 135 employees across 7 departments in Southern California), I discovered that the true key to success was surrounding myself with the right management team.

With fantastic support personnel and exceptional leaders at my side, I was able to get down to the business of overcoming this location's greatest obstacle: its staff.

To help improve the site's labor culture and reverse a prevailing attitude of resistance to delivering 5-star service, I led training and championed consistent messaging.

While training helped several of those struggling with how to deliver stellar service, I spent an awful lot of time implementing accountability procedures and following up with disciplinary action as my team and I cleaned out the bad apples.

Turning over such a large number of employees is never desirable, but the experience allowed me to practice some of my favorite parts of the job, including:

- Assessing Staffing Needs
- Onboarding • Team Building
- Clearly Defining Employee Expectations
- Planning & Carrying Out Recruiting Activities
- Creating Job Descriptions that Attract Top Talent
- Using Interview Questions that Gauge Key Skills & Personality Traits

I also got plenty of practice using our human resource information system (HRIS) to add, access and update:

- W2s • Pay Stubs • PTO Data
- Transfer & Promotion Materials
- Salary & Hourly Wage Change Data
- Job Postings • Job Application Materials
- Employee Disciplinary Action Documentation
- Corporate-Mandated Online Training Records
- 60-Day, Quarterly & Annual Performance Reviews

Director - Restaurants

JW Marriott

April 2008 – May 2010 | Union Square / San Francisco, CA

I was thrilled to accept this promotion and transfer to one of the company's premier US locations.

Tasked with fostering a culture of change as the staff experienced its 1st major shift in leadership in 25 years, we introduced policies and procedures to increase productivity and analyzed staff performance to make smart decisions and maintain the trust and loyalty of top staff while we went ahead with necessary layoffs.

This was quite a balancing act, as we were also revising our business model in the face of the economic downturn – redefining ways to deliver luxury without the cost – to maintain top scores for revenue generation, profitability and employee satisfaction.

It worked, because our strategies for managing controllables and building an exceptional staff allowed us to retain our valued customers.

During this time, Forbes published the below article about how JWM is " ...the only service company in America that has won the Malcolm Baldrige National Quality Award twice and Training Magazine has called it the best company in the nation for employee training."

I couldn't agree more, as I was able to shape employee development and influence policy by applying the education I received from JWM in:

- Candidate Screening • Employee Relations • Change Management
- Interviewing • Staff Satisfaction & Retention • Team Building
- Salary Negotiations • Finance Fundamentals for Leaders
- Sexual Harassment Awareness & Prevention
- Job Performance Assessment & Evaluation

Disciplinary Action • Conflict Resolution
OHSa Supervisor Safety Compliance
Information Security & Protection
Complaint Investigations
Policy Development

Dishwasher to Manager

JW Marriott

April 2001 – April 2008 | Chicago, IL

I learned the power of hard work first hand. Starting out as a dishwasher, I continuously proved my value and team dedication as I progressed through roles as busboy, server, bartender and finally manager of the property's fine dining establishment.

As manager, I developed a passion for coordinating and leading components of training for my department and guided and mentored 2 managers in training – one of whom is now an assistant F&B director and another who has advanced all the way to a GM.

While contributing to efforts to keep the onsite workforce union-free, I introduced changes that increased profit margins and revenues in a highly competitive downtown market – changes that helped boost capture count for the most lucrative meal (dinner) by a nearly unheard of 10%.

My performance as manager was so highly regarded that I was chosen to serve on 3 separate task forces during this time. In 2006, I helped prepare and guide the staff to deliver exceptional service to the owners of 80+ worldwide JWM locations at the annual Global Ownership Conference in Miami. And later, I spent 6+ months in NY supporting a major change in leadership at the unionized Battery Park location and assisting with staff training to support the successful launch of JWM's new Westchester location.

I also earned recognition as:

2002 - 5-Star Employee of the Year (out of 300+)

2006 - Leader of the Quarter - Q2

2006 - Manager Award Nominee

2007 - Leader of the Quarter - Q4

LANGUAGES

Spanish

Native or bilingual proficiency