

Alex Guillen

3X Startup Founder & Entrepreneur at heart

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Work Experience

Maderterraneo — Vice President of Operations

Timber E-commerce Store

January 2022 – August 2022

- Built, managed, and maintained the primary timber ecommerce store of the company
- Grew profitability by 122% in the year 2022
- Monitored competitive products and advertising activities to keep in line with consumer trends
- Promoted Google ads campaigns with ROAS of +10X
- Established company's first social media presence across Instagram, TikTok, LinkedIn and Facebook with now more than +2500 followers
- Worked closely with warehouse personnel and helped manage and organize stock
- Frequent visits to construction sites to supervise and ensure quality and client satisfaction
- Conducted market research to expand product line

Invoice Green — Executive Assistant

Timber Importer

2021

- Ensured follow-through of all discussed items in meetings, with updates being incorporated into reports
- Delivered financial oversight and advice to corporate stakeholders to improve strategic planning
- Follow attainable project timelines and keep teams on task to complete milestones according to schedule

Education

La Salle Universitat Ramon Llull

Barcelona, Spain

2020 - 2024

Undergraduate • Management of Business and Technology

Saint Mary's College of California

San Francisco, CA

2022 - 2023

Undergraduate • Management of Business and Technology

Founded Start-ups

VacuMap — Co-founder & CEO

Vaccine Finder App

April 2020 – May 2021

- Raised 60k € on investment for the Startup
- Built, managed, and maintained the VacuMap.com website
- Led the development and design team to complete the vaccine finder app
- Developed with Flutter code to create prototypes
- Collected recurring up to date data to comply with updated service specifications

Reason for inactivity:

- Poorly managed information delivery that caused third parties to plagiarize the teams' work

NisonArt — Founder & CEO

NFT Art Gallery

July 2021 – September 2021

- Built, managed, and maintained the website with code; HTML, CSS and JS
- Formed partnerships with NFT artists and art galleries located in Barcelona, Spain
- Designed company branding for online presence

Reason for inactivity:

- Extensive market research showed a lack of market demand at Barcelona, Spain

IdeaFTW — Founder & CEO

Cryptocurrency Social Network

December 2021 – July 2022

- Built, managed, and maintained the landing page of the social network
- Developed the whitepaper including deep crypto data such as token distribution and issuance
- Designed company branding for online presence

Reason for inactivity:

- Lack of global tokenomics development for a social network including an engage-to-earn cryptocurrency token