

# Javier Enrique Feliu Horne

Entrepreneurial Minded | MBA | Industrial Engineer

Boynton Beach, FL | +1 (904) 578-0138 | [javier@javierfeliu.com](mailto:javier@javierfeliu.com) | [LinkedIn](#)

## PROFESSIONAL SUMMARY

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Industrial engineer and recent MBA graduate with experience leading and being part of a team in marketing, operations, and data-driven decision-making. Proven expertise in leveraging analytics, financial planning, and technology to optimize processes, enhance market performance, and drive profitable growth. Skilled in strategic planning and fostering cross-functional collaboration to achieve measurable business outcomes.

## WORK EXPERIENCE

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### Part-time Independent Consultant & MBA Student (USA)

Jun 2022 - Aug 2024

- **Advised business owners on digital marketing and business strategies**, leveraging SEO, email campaigns, and data-driven insights to boost website traffic, reduce churn, and enhance webinar engagement.
- **Produced and managed social media** for the Raising Thinkers, The Hot Zone and Lionheart Skills Podcasts, using Riverside FM to record and edit episodes, create digital content across social media platforms.
- **Built a performance-tracking KPI dashboard** to measure user engagement and campaign ROI, enabling data-informed decisions.

### JEFH Woodshop, Co-founder & Operations, Panama, Panama

May 2015 - May 2022

- **Executed omnichannel marketing campaigns**, leveraging SEO, Shopify, and Klaviyo, augmented reality tools, to enhance user experience and double online sales within a year.
- **Analyzed customer trends using Google Analytics, BigQuery, and Looker Studio**, driving data-informed product design and profitability improvements.
- **Grew JEFH Woodshop by 30% annually over five years**, culminating in a successful sale through **market segmentation and strategic frameworks like SWOT and Competitive Positioning**.
- **Developed pricing strategies and product costing frameworks**, optimizing profitability and aligning offerings with market demand.
- **Led and developed a high-performing team of 20 employees and contractors**, fostering accountability and continuous improvement to enhance productivity and quality standards.
- **Streamlined financial operations** by transitioning from spreadsheets to cloud-based ERP and CRM systems, improving efficiency and process alignment.
- **Managed P&L, budgeting, and cash flow**, driving strategic decisions and long-term growth through continuous financial monitoring and analysis.

### Regatas Panama, Co-Founder, Panama City, Panama

Jan 2012 - Feb 2015

- **Designed and sold sponsorship packages** to sports brands, television networks, and affinity brands, generating significant revenue and **pioneering Panama's paddling sports event market**.
- Collaborated with sponsors to create customized marketing campaigns, gaining experience that directly translates to **advertiser outreach** for digital media and podcasts.

## EDUCATION

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**Boston University, USA**  
**Master of Business Administration (MBA)**

**Aug 2024**

- Developed decision-making frameworks and market entry strategies during MBA coursework, applying data analytics, financial planning, and customer segmentation to optimize processes, enhance value chains, and support scalable growth and profitability.

**Universidad Católica Santa María La Antigua, Panamá**  
**B.Sc., Industrial Engineering**

**Dec 2010**

## SKILLS

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**Languages:** Spanish (Native), English (Fluent)

**Computer Skills:**

- Proficient in Microsoft and Linux distributions (Ubuntu, Debian, Fedora, Qubes OS).

**Strategic & Analytical Skills:**

- Market segmentation, strategic planning, forecasting, SWOT, and data storytelling. Proficient in leveraging customer and market insights to drive decision-making and optimize strategies.

**Technical & Digital Marketing Skills:**

- Proficient in data analysis tools (Google Analytics, Plausible, Looker Studio, Excel, Power BI, Google Sheets), experienced with CMS platforms (WordPress, Shopify, **Ghost**, Hugo), digital marketing tools (SEO on-site/off-site, Screaming Frog, Ahrefs, Semrush, Google Ads, Facebook Ads, Twitter Ads, Klaviyo, MailChimp, **Outpost**, ConvertKit), and leveraging AI for advanced functionality.

**Financial Planning & Analysis:**

- Pricing strategies, financial modeling, capital budgeting, and profitability optimization, aligning financial insights with business goals to drive growth.

**Operational Management:**

- Process improvement, supply chain optimization, Lean principles, and KPI development, aligning operations with strategic goals to boost efficiency and scalability.

## ADDITIONAL INTERESTS

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- Interests include open-source technology, privacy, Open Source Intelligence (OSINT), programming languages, cloud and private computing, digital social networks, woodworking, and outdoor activities. I am also passionate about boating and water sports.