

# Emma B. Aye

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Los Angeles metro area

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## QUALIFICATIONS

- Proven ability to form lasting customer and stakeholder relationships driving profitability
- Experience creating and running businesses in developed and developing countries
- Performed cross-cultural field research in development and business planning in multiple countries

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## EDUCATION

**Loyola Marymount University**, Los Angeles, CA

MBA in Global Management; *Concentration in International Development*

May 2022

**University of Vermont**, Burlington, VT

BA History, Political Science, International Relations

May 2003

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## PROFESSIONAL EXPERIENCE

**Co-Founder/Marketing Director**

*TSN Imports*, Honolulu, HI

August 2018-Present

- Analyzed high-end textile industry, realizing opportunity among large tourist sector developing import/export company in association with textile manufacturers in Thailand and Nepal
- Leveraged international and local contacts establishing business network and trade routes resulting in distribution agreements throughout Hawaii, New York, and Massachusetts via hotel travel shows, direct sales to retailers, and home shows; increasing monthly profits by 10%

**Marketing Manager**

*Wyndham Worldwide*, Honolulu, HI

December 2011-January 2018

- Executed marketing strategy optimizing sales force needs and ensuring smooth and efficient performance, building and maintaining #1 ranked marketing force nationwide with 25-member staff
- Recruited, hired, and directed 25 employees responsible for \$20MM in sales revenue realizing 15% increase over targeted amount
- Managed daily marketing operations and strategic direction of all site marketing; raising employee productivity and utilizing all available resources increasing annual profits by 25%

**Sales Representative**

*Wyndham Worldwide*, Honolulu, HI

October 2008-December 2011

- Built strong customer relationships leading to ranking as top five rated sales representative for achieving sales revenue at site level, in addition to top five nationwide among sales force of 2,500 people

**Founder**

*Mystic Cycle*, Osa Peninsula, Costa Rica

September 2003-September 2008

- Established mountain-bike adventure travel company developing and implementing business and marketing plan creating first enterprise of its kind providing employment for 12 host country nationals
- Constructed routes, staffed nature specialists, and negotiated contracts with hospitality and resort operators producing referral business and profits in less than six months

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## ADDITIONAL INFORMATION

**Languages:** English (native); Spanish (fluent); Portuguese (conversational)

**Travel:** Spent most of 2007 and 2008 traveling extensively throughout developing countries on three continents exploring techniques improving economic and social living