

Manuel A. Peña Morros

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EDUCATION

The American School Foundation A.C. | Mexico City

Class of 2024

- Diploma Programme (DP) - International Baccalaureate, Bachillerato SEP Diploma
- High Honor Roll (2019, 2023) & Honor Roll (2019-Present)

WORK EXPERIENCE

Tortilleria Pena | Monterrey, N.L | *Marketing Director*

June 2022 - Present

- Helped rebrand Tortilleria Pena with a more authentic Mexican look and feel, leading to increased sales and a greater market presence in the international tortilla industry.
- Successfully launched an ecommerce [website](#) that led to a 25% increase in monthly sales (750,000 mxn) by securing 10 international clients.
- Institute an innovative marketing approach involving a [complete rebranding of the business's image](#), resulting in a reduction of 15% in the cost of sales (95,000 mxn) and adding in corporate social responsibility by implementing a more environmentally friendly product packaging.

Francisco Iglesias Salon & Spa | Mexico City | *Web Engineer*

June 2020 - Present

- Responsible for managing the salon's [website](#), ensuring its smooth operation and continued growth.
- Led the development of a high-performing website from scratch that helped generate more than six figures in e-commerce sales, revolutionizing the business online presence.

LEADERSHIP EXPERIENCE

Diaita | Mexico City | *Chief Executive Officer*

May 2022 - Present

- Developed a health and wellness [app](#) that is transforming the fight against obesity and diabetes rates in my community, Mexico, the world's most affected country.
- Earned comprehensive certification as a nutritionist and fitness expert. Additionally, I was guided by renowned industry leader, Barry Sears, to further elevate app's credibility, demonstrating my passion for making a positive impact on society.
- My beta versions have resulted in success with over 1,000 downloads on Google Play and on browser, serving over 100 clients in my community and generating a total revenue of 3,000 USD.

Diaita Foundation | Mexico City | *Chief Executive Officer*

January 2023 - Present

- The revenue of Diaita and private website donations fund food drives and personalized meal plans to combat public hospital malnutrition in my community.
- We are collaborating with 2 public hospitals, helping over 30 patients in just 6 months.
- Raised [\\$221,436.84 mxn](#) within the first year, motivating corporate and individual donors with tax incentives, sparking a significant surge in the fight against hospital malnutrition.

XMexico | Mexico City | *Co-Founder*

August 2023 - Present

- Co-founded XMexico, a pioneering initiative committed to transforming the landscape of public education in our community: Alvaro Obregon by addressing resource scarcity in underprivileged schools.
- Driven by our 'Thrive Together' mission, we've successfully organized 5 material and supply drives providing more than 50 textbooks, 35 school uniforms, and essential school supplies such as notebooks, pencils, and computers, hence, significantly enhancing the educational experiences for unprivileged students.

Familia Educadora de la Fe

Mexico City | *Coordinator of Mexico City's Youth Area*

December

2023 - August 2024

- Manage a community of over 60 teenagers, orchestrating comprehensive catechetical programs, leading and inclusive community initiatives, and fostering spiritual development among youth.
- Developed 'Sábado de Semillas' (Seed Saturday), a program aimed at nurturing the faith and leadership skills of children in marginalized neighborhoods, contributing to their moral and spiritual development.
- Forged collaborative partnerships with parishes and Catholic organizations to support FEF's mission, expanding program resources and community impact, increasing the youth community population by 20%.