Matthew Hadad

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**EDUCATION**

**University of Miami Coral Gables, Florida**

*Bachelor of Business Administration in Entrepreneurship* May, 2021

*Minor in Finance*

* **GPA:** 3.73 / 4.0: **Honors**: Dean’s List; Provost’s List

**The International School of Port-of-Spain Port-of-Spain, Trinidad**

* **GPA:** 3.93 / 4.0 June, 2017

**WORK & LEADERSHIP EXPERIENCE**

**CBDNFUZD by Nelly, Internship. Port-of-Spain, Trinidad and Tobago**

*Consultant for the development of CBDNFUZD product line* August, 2020 –November, 2020

* Created a complete marketing campaign for the launch of a CBD-infused health promoting drink line developed by Bluegrass Pharmaceuticals in partnership with iconic American entertainer, Nelly.
* Developed a social media strategy that would simultaneously enhance Nelly’s social equity and drive CBDNFUZD regional sales through the use of lead magnets and micro-influencer marketing.
* Crafted specific social media messaging to be utilized by Nelly in his promotion of CBDNFUZD without breaking specific social media platform policy.
* Managed a consulting team of four individuals and coordinated all correspondence and activities between the team, Bluegrass Farmaceuticals and Mike Chaffin.

**IMANEX Ltd.** **Port-of-Spain, Trinidad and Tobago**

*Production Supervisor of ice cream cone plant* May, 2017 –June, 2017

* Managed the overall production process in the manufacture of Happy Time ice cream cones by ensuring a smooth flow of raw materials onto the production line in order to maintain final product consistency and increase overall output.
* Developed a more efficient and economic method to maximize time spent on individual areas of the production line in order to increase production flow and overall output of final product produced.
* Logged in all production information on a day to day basis including time sheet records of the start and end of production, overall production sheet information on the amount of final product produced and raw materials, batch codes for quick data recovery and worker attendance sheets.
* Prepared all exportation documentation for consignee, consolidator and exporter including: customer invoices, sales orders, certificate of origin, Caricom invoices and C82 forms.

**Peppercorns Ltd.** **Port-of-Spain, Trinidad and Tobago**

*Customer Service Representative of gourmet retail store* June, 2016 – August, 2016

* Participated in product placement, arrangement of displays in order to maximize consumer attention on high order product sales, stock inventory analysis for removal or addition of high sale products and for removal or addition of in store displays and promotions booths of slow selling products
* Conducted in store customer surveys and questionnaires to aid parent company, HADCO Ltd in recognizing consumer preference for products displayed and maximizing profit of high sale goods
* Handled customer purchases including cash, credit, check and debit, reconciled and compiled payments to daily sales and addressed consumer complaints and returns of goods in original quality

**SKILLS, ACTIVITIES & INTERESTS**

**Technical Skills:** Microsoft Excel, Tableau.

**Organizations:** Habitat for Humanity, Vitas House Hospice.

**Activities:** Off-roading, Diving, Hiking, Fitness.

**Interests:** Travel, Music Creation