

FELIPE COLINA

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EDUCATION

College of San Mateo | San Mateo, CA

Associate of Arts in Architecture. Expected Fall 2024

Williams College | Williamstown, MA

Bachelor of Arts in Mathematics and History, Certificate in French Language. 2012

PROFESSIONAL EXPERIENCE

SCRAP | San Francisco, CA

Director of Operations, Jun. 2023 - Present

Operations Manager, Jun. 2022 - Jun. 2023; Marketing Manager, Sep. 2021 - Jun. 2022;

Marketing & Programs Coordinator, Mar. 2021 - Sep. 2021.

Responsible for daily on-site management of ten person staff, capital improvement projects, forecasting and management of yearly budget, site maintenance and safety, volunteer engagement, donation outreach and intake, marketing and sales strategy. Highlights:

- Managed capital improvement project encompassing extensive electrical rewiring and repositioning of interior partitions. During this project, I worked with architects to draft a conceptual design that met our needs and budget, met with staff members to determine their needs for the new configuration, managed subcontractors, and administered grant reports.
- Drove 40% increase in customer traffic and revenue as a result of improved customer service, pricing strategy, and marketing tactics.
- Led marketing for two fundraising events (\$50k+ raised) in partnership with the Randall Museum.

Cafe Borrone | Menlo Park, CA

General Manager, Mar. 2020 - Mar. 2021

Shift Manager, Mar. 2019 - Feb. 2020; Barista, Oct. 2017 - Feb 2019.

Oversaw the daily operations of a landmark cafe with a 50+ person staff during the COVID-19 pandemic: staff management & training, customer service, safety and sanitation, food quality and preparation, equipment maintenance, workflows, online ordering, and social media.

Revinat, Inc | San Francisco, CA

Marketing Manager Latin America, Apr. 2013 – Oct. 2014

Orchestrated expansion strategy for the Latin American Market increasing market penetration by over 30% across key hospitality markets in Mexico, Peru, Brazil and Colombia.

Brandthropology, Inc | Burlington, VT

Marketing Intern, Jun. - Sept. 2012

ADDITIONAL SKILLS

Languages: Native Spanish speaker with exceptional composition and verbal skills. Limited working proficiency in French.
Technical: Marketo, Salesforce, Google Suite.