



Rick Arguello

## Summary

Accomplished academic / content creator / research editor / subject matter expert with 15+ years of experience in writing fiction and academic articles. Seasoned command on academic research, as well giving subject matter expert peer reviews. Ability to measure operational and financial performance, developing recurring reports, metrics and analytics, and reviewing monthly operating plans. Skillful at utilizing both subject-matter jargon and non-technical language to summarize complex data succinctly to communicate at all organizational levels. Recently invited to be a member of the Academy of American Poets ([www.poets.org](http://www.poets.org)), please see my author website ([www.benedictdowning.com](http://www.benedictdowning.com)). Expertise on website design and HTML, graphic design, and Hootsuite. Proficient in MS Office (e.g., MS Excel Pivot Tables), Adobe (Photoshop, InDesign, Dreamweaver, Premiere), Final Cut, Slack, Google Docs, Accounting Software (QuickBooks, Sage), and Statistical Software.

Effective decision-maker based on data and facts, an eye for detail, designs and implements changes. Experienced with academic texts in economics and business research, and graduate theses. Done several research papers about a variety of topics, like Rational Choice Theory, recently Industrialized Countries in East Asia, and Energy Security. Had several academic editing jobs with professors and institutional researchers. Exceptional ability to proofread and revise materials. Published two fiction books, a poetry collection and a novella. Self-aware of deadlines, efficient time management, exceptional ability to handle simultaneous projects. Combines know-how, rational thinking, and business acumen to resolve everyday challenges.

## Special Skills

Comments and Revisions	Chicago, APA, MLA, AP Style	Subject Matter Editing
Academic Research Writing	Curriculum Design	Business / Economics Terminology
Small and Medium Business Consultant	Copy Editing	Training
CRM   ERP	Market Research & Analysis	Business Canvas Strategic Planning
Lesson Plans	Report Writing	Salesforce, Basecamp
Writing Standard Procedures Manuals	Business Planning Development	Dissertation / Thesis Editing

## Recent Publications (under pen name Benedict Downing)

### LITERARY JOURNAL / MAGAZINE PUBLICATIONS

A Barefoot Attachment - *Belleville Park Pages*, Issue 29, (2014)

A Fire to Keep - *Belleville Park Pages*, Online 13 Dec 2014

Don't Call Me - *Crack the Spine*, Issue 149, 2015

We Are the Ones That Forgot To Speak - *Sentinel Quarterly*, July-Sep 2015

Victorian Newsclip - *Sentinel Quarterly*, Oct-Dec 2015

The Hidden Drop - *Poetry Life and Times*, Online Mar 22 2015

Muffled Sighs - *Danse Macabre*, Online Apr 14 2015

A Day Out - *New Plains Review*, University of Central Oklahoma, Spring 2015.

In the Tumble, Bedsheets Roll a Burn-Through Sting - *Poetry Life and Times*, Online September 2015.

Flashbird, The Snared Chosen Edge - *Burningword Literary Journal*: Issue 82, Apr 2017

### BOOK LENGTH PUBLICATIONS

<https://www.amazon.com/Epicrisis-Benedict-Downing/dp/1499774990>

<https://www.amazon.com/Sidereal-Reflux-Benedict-Downing/dp/1499783051>

### Computer Skill Set

#### Excellent Level

MS Office (doc, ppt, xls)  
LibreOffice, OpenOffice  
MS Visio  
MS Project  
Adobe PHOTOSHOP, GIMP  
VirtualBox, VMWare  
Inkscape, Corel Draw  
Adobe INDESIGN  
BigCommerce Customization  
Blogspot / Wordpress Design  
PayPal and Bank  
Ecommerce  
Sage 50, MYOB, Quickbooks  
HTML Programming  
Website Maintenance and Design  
Create Email Campaigns  
Manage social media pages  
Design newsletters with HTML

#### Good Level

Magento, Shopify  
COUPA eProcurement  
FIXING PC / Mac Hardware  
SPSS  
Various Linux Distributions  
Moodle Teaching System  
Facebook Marketing (Hootsuite)  
Google Analytics, Webmetrics  
Adobe DREAMWEAVER  
Apple FINAL CUT  
Adobe LIGHTROOM  
Adobe ILLUSTRATOR  
Adobe AUDITION

#### Fair Level

Javascript User  
Css/Css3  
Testing for Website bugs  
SAP (User not developer)  
FTP User  
Photography  
Adobe PREMIERE  
SEO optimizer  
Adobe AFTER EFFECTS

Institute	Degrees
MTC NTNU (Taipei)	Advanced Elementary Mandarin
University of Vaexjo (Sweden)	Media and Democracy
Valley University	Financial Analysis
University of Vaexjo (Sweden)	Power, Conflict and Non-Violence
Exports Imports Center EIC	Free trade treaties, how to do business
European Union Committee	Economic integration ten years of European Community

### Education

**Bachelor in Business Administration**  
American University

**Master in Economics**  
National Taiwan University  
[#72 QS Global University Rankings, 2018](#)

#### Languages

- English 100%
- Mandarin 30-40%
- French and Portuguese (reading only) 85%

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## Experience

<p>(2012/Nov- Present)</p>	<p>FREELANCE EDUCATIONAL CONSULTANT / TEACHER  <a href="http://www.profarguello.com">www.profarguello.com</a>, Taiwan and Remote</p> <p><u>College Student Teaching</u>  - Coach to follow essay writing techniques to be assertive and manage structural limits, as well as obeying grammar and conventions.</p> <p><u>Project Trainer / Coach</u>  - Teach all levels (A1 – C2). Design and prepare course material for ESL students (vis a vis tutoring or/and Online tutoring: e-tutor on language courses).  - Adapt innovative courses geared to students that come from a Chinese language background.  - Develop result-driven lesson plans with visual aids to facilitate understanding.</p> <p><u>Business English Trainer</u>  - Teach C-level to operational level executives their customer relations.  Skills taught: how to negotiate contracts with B2B clients, sending email and using online chat, handle calls, knowledge on the company's products, go on a business trip, etc.  - Automate sales closing by teaching agents how use the script with B2B clients.  - Conduct weekly workshops with agents to deliver tailored feedback and selling techniques.  - Design the process of placing an order with customers, agents write solutions on logs, and develop skills.</p> <p><u>Curriculum Specialist</u>  - Design an inter-disciplinary planning and teaching curriculum. Adapt curriculum and unit planning to include integration of English literacy and language learning into content area instruction.</p>
<p>(2018/Oct- Present)</p> <p>(2018/Aug- 2018/Oct)</p> <p>(2017/Apr- 2017/Jun)</p> <p>(2018/Mar- 2018/Apr)</p>	<p>ASSESSMENT ITEM WRITER UNDERGRAD ACCOUNTING (10/2018-Pre)  LESSON PLAN WRITER SOCIAL SCIENCE STATISTICS (9/2018)  LESSON PLAN WRITER PERSONAL FINANCE (8/2018)  ASSESSMENT ITEM WRITER UNDERGRAD MICROECONOMICS (4/2018)  SUBJECT MATTER EXPERT IN ECONOMICS (2017) (Short Term Contract)  A Pass Education, <a href="http://www.apasseducation.com">www.apasseducation.com</a>, Detroit, MI</p> <p>- Reviewed / wrote examination stems to ensure effective subject matter accurate content.  - Analyzed / wrote and interpreted stems and define the plausibility of distractors.  - Collaborated with program manager and other corporate/government clients (i.e., Chegg, Economics Michigan Exam Board, GlynLyon) in the construction of accurate MCQ and Constructed Response items.  - Wrote original assessment content to align with the client's objectives.  - Researched content to be included in assessments.  - Achieve set results and deadlines under the deliverables schedule. Completed assignments in hours instead of days, accomplishing set results and deadlines under the deliverables schedule.</p>

(2017/May – 2018/Jan)	<p>PROFESSIONAL RESUME WRITER Talent Inc, <a href="http://www.talentinc.com">www.talentinc.com</a>, New York, NY</p> <ul style="list-style-type: none"> <li>- Advised and consulted private and corporate clients in shaping their career and job seeking.</li> <li>- Interpreted their work history and turned it into achieving better marketable results.</li> <li>- Defined their particular skills, and selected the most sought after in the workplace.</li> <li>- Redesigned their pitch in the standards of each discipline.</li> <li>- Presented value proposition to capitalize new business opportunities.</li> </ul>
(2017/Apr- 2017/Nov)	<p>SUBJECT MATTER EXPERT WRITING CONSULTANT Brainfuse, <a href="http://www.brainfuse.com">www.brainfuse.com</a>, New York, NY</p> <ul style="list-style-type: none"> <li>- Read and commented on style and mechanics, cohesion, development, and organization on academic essays.</li> <li>- Revised and flagged, any grammar and spelling errors.</li> <li>- Participated in virtual collaboration with whiteboard, chatboard with college and high school students.</li> <li>- Provided structural, organizational help for development of papers.</li> <li>- Reviewed papers asynchronously, processing high volume caseload of research articles and essays. Edited and coached to ensure success.</li> <li>- Provided clients with tips on academic writing conventions.</li> <li>- Completed all assignments on time, never once handed in late tasks. Worked working on weekends and holidays as well.</li> </ul>
(2016/Nov – 2017/Mar)	<p>ACADEMIC RESEARCH EDITOR Cactus Global, <a href="http://www.cactusglobal.com">www.cactusglobal.com</a>, <a href="http://www.editage.com">www.editage.com</a>, Singapore</p> <ul style="list-style-type: none"> <li>- Provided editing and proofreading for academic articles, with stylistic and grammar corrections. Getting them ready for submission to leading academic journals.</li> <li>- Advised and proposed substantial content changes to authors based on Economics, Business and Statistics subject matter.</li> <li>- Utilized knowledge in language and mechanics, usage, and syntax, to improve transition and flow in academic papers. Assembled academic articles to show logical structure and uniformity.</li> <li>- Utilized knowledge in academic formatting, subject matter format conventions, experimental set ups, in order to enhance the document.</li> <li>- Edited papers in view of academic audience readership, minding the tone of expressions, words, and phrases.</li> <li>- Carried out extra research on the academic articles to supplement veracity and plenitude.</li> <li>- Produced at a high volume, and furnish excellent quality results.</li> </ul>
(2016/Apr- 2016/Dec)	<p>GRANT WRITER SPECIALIST, MARKET, LEGAL RESEARCHER (6 mo. cont.) Skanatek, <a href="http://www.skanatek.com">www.skanatek.com</a>, <a href="http://www.orbitaline.com">www.orbitaline.com</a>, Gothenburg, Sweden</p> <p><u>Grant Applications Management</u></p> <ul style="list-style-type: none"> <li>- Conducted regular research for ongoing and future funding opportunities, managing a database for grants.</li> <li>- Coordinated in collaboration with Project Manager and staff, to manage assignments in a calendar of grant deadlines and submissions to assure compliance with requirements, organizational manuals and standards.</li> <li>- Used of remote project collaboration SaaS software such as Redmine, Slack, and Dropbox.</li> </ul> <p><u>Grant Applications Writing</u></p> <ul style="list-style-type: none"> <li>- Wrote grant proposals for Internet of Things, Satellite Guided Transport, Big Data, and Smart Cities, and attached all documentation required by the grantor.</li> <li>- Ensured compliance with rules and regulations from the grantor.</li> </ul>

	<ul style="list-style-type: none"> <li>- Generated proposals containing all materials, and documentation required by the grantor.</li> <li>- Ad hoc reporting. Wrote, edited, researched, proofread grant proposals, and reports in a timely manner.</li> <li>- Managed to successfully write the application and get actual contributions from three funds, these challenges/incubators were partly funded by EU Horizon 2020; always placing the Orbita Line project within the finalists in each contest.</li> </ul> <p><u>Financial Analyzer for Grants</u></p> <ul style="list-style-type: none"> <li>- Calculated and forecasted net income, net profit, gross-profit, EBIT, ROI, and operating expenses for the grant proposals.</li> <li>- Supported management in monitoring financial KPIs, and budgeting.</li> <li>- Produced the Income Statement, Balance Sheet and Cash Flow for various grant proposals pursued by the company.</li> </ul> <p><u>Legal and Market Research</u></p> <ul style="list-style-type: none"> <li>- Produced market research reports on specific markets (i.e. defining TAM, legal framework for liberalized public transport within one jurisdiction).</li> <li>- Searched for external statistical data and assess data accuracy.</li> <li>- Assured data collection methodology is effective and accurate.</li> <li>- Read, and analyzed various transport business laws, and report findings.</li> </ul>
(2015/Jun – Present)	<p><b>PROJECT MANAGER AND BUSINESS CONSULTANT</b>  <a href="http://www.crawlhammocks.com">www.crawlhammocks.com</a>, Miami, FL</p> <p><u>Outbound Sales</u></p> <ul style="list-style-type: none"> <li>- Managed telesales client relationship process, placing prospect calls, and building relationships. Oversaw cold calling about 50-100 potential clients a day to establish B2B channels.</li> <li>- Wrote reports utilizing the sales data, and the call logs. Collected data, kept sales stats by area.</li> <li>- Developed tailored solutions to advise clients on products. Conveyed the technical characteristics of items to potential clients. Designed the system to answer all emails in less than 30 minutes.</li> <li>- Formulated and implemented sales targets. Called about 400 clients a week.</li> </ul> <p><u>Customer Service Account Manager</u></p> <ul style="list-style-type: none"> <li>- Identified, built, and effected sales lead generation programs responsible for generating B2B business in the pipeline.</li> <li>- Solved questions on availability, prices, types of products, and delivery policy. Coordinated with all relevant departments. Initiated investigation on claims, and discrepancies.</li> <li>- Supervised the order fulfillment, and their packaging. Managed shipping schedule, and documents with cargo companies</li> <li>- Designed the procedural manual, flowcharts, and best practices for customer service.</li> </ul> <p><u>Financial Management</u></p> <ul style="list-style-type: none"> <li>- Reconciled balance day adjustments, managed internal control systems, examined direct deposit slips via Internet. Oversaw bookkeeping, audited cash inflows and outflows.</li> <li>- Controlled costs, and forecasts. Managed weekly, monthly and quarterly financial reporting to meet internal and external stakeholders.</li> </ul> <p><u>Business Research and Operational Planning</u></p> <ul style="list-style-type: none"> <li>- Prepared annual organizational plan, using the Business Canvas Model, SWOT analysis, allocated marketing expense, and pricing schedules.</li> <li>- Wrote monthly sales plans, with metrics, and targets.</li> <li>- Researched prices of non-traditional products such as hammocks, and their future demand.</li> <li>- Diagrammed strategic competitive advantages of hammocks, including threats of global competition.</li> </ul>

	<p><u>Banking and Legal Documentation</u></p> <ul style="list-style-type: none"> <li>- Wrote and defined trading policies, payment methods, INCOTERMS and logistical terms.</li> <li>- Wrote contracts for the terms of references of the company's operation.</li> <li>- Wrote supplier contracts, and other documents.</li> <li>- Hands-on experience with online banking financial transactions using credit cards and corporate bank accounts.</li> </ul> <p><u>Webmaster and Webcontent Writer</u></p> <ul style="list-style-type: none"> <li>- Produced, modified and maintained web sites. Used applications and tools on a daily basis: Dreamweaver, Photoshop, Illustrator, JavaScript, CSS, and HTML.</li> <li>- Search Engine Optimization to have the products show in Google.</li> <li>- Implemented an email promotion campaign using Hootsuite.</li> <li>- Led joint technical activities with PayPal, deliver usable secure mobile payments</li> </ul> <p><u>Product Designer and Proposals Writer</u></p> <ul style="list-style-type: none"> <li>- Developed concept, logo and brand name, attributes, colors, dimensions, packaging, according to market demand.</li> <li>- Generated launch strategies and planned the advertising program. Determined pricing structure and promotions. Set up the distribution strategy, and delivery routes.</li> </ul>
(2012/Apr-2013/Nov)	<p><b>OWNER / PROJECT MANAGER / DEVELOPMENT MANAGER</b> Private Exporter of Consumer Electronics, Taiwan and Hong Kong</p> <p><u>Sales And Logistics</u></p> <ul style="list-style-type: none"> <li>- Managed online retail operations pushing established sales goals with a sales force.</li> <li>- Prospected and maintained pipelines by using internal databases and lead lists. Looked for more qualified leads to generate sales activity.</li> <li>- Developed and implemented sale scheduling that identified and captured new clients from competitors.</li> <li>- Managed and placed complementary products to purchase, promoted at checkout, resulting in a sales increase of 23.4%.</li> <li>- Dealt with inquiries, quotations and tender requests. Managed order fulfillment logistics of export retail sales.</li> <li>- Developed an email marketing campaign to new and existing markets.</li> </ul> <p><u>Customer Service</u></p> <ul style="list-style-type: none"> <li>- Built communication channels for customer feedback. Responded quickly to complaints, and attended special requests. Handled warranties for every product manufactured for sale.</li> <li>- Developed standard policies and customer relations management procedures.</li> <li>-Handled over-the-phone and email inquiries in a timely manner.</li> </ul> <p><u>Financial Management</u></p> <ul style="list-style-type: none"> <li>- Controlled revenue, and monitored OPEX actuals vs forecasts.</li> <li>- Reconciled scheduled and actual delivery volume variances.</li> <li>- Organized and maintained revenue files, billing and invoicing, vendor disbursements, cash applications, processed customer credit card payments, managed deposits, and did financial reporting.</li> <li>- Revenue forecasting on a monthly, and quarterly basis</li> <li>- Monitored monthly budget forecasts and compare it to moving averages.</li> <li>- Executed any reconciliation/adjustments as needed</li> </ul> <p><u>Market Research</u></p> <ul style="list-style-type: none"> <li>- Wrote a market potential analysis assessment of Taiwanese electronics, Japanese, Korean, and Chinese. Planned commercial strategies in short, medium and long terms.</li> <li>- Evaluated and monitored marketing mix strategies, market segmentation, which were performed in a work plan.</li> <li>- Attended computers and technology trade fairs.</li> </ul>

	<p><u>WebDeveloper</u></p> <ul style="list-style-type: none"> <li>- Set-up online security, using 128-bit SSL certificates, providing customers a safe environment.</li> <li>- Designed a virtual store using BigCommerce Shopping Cart. The page was visited by over a thousand unique visitors per month.</li> <li>- Search Engine Optimization plan implementation. Promotional product placement strategies within Search Directories, which led to increases of 12% in traffic to the site, which increased sales 17.8%.</li> </ul> <p><u>Banking and Legal Aspects Of The Project</u></p> <ul style="list-style-type: none"> <li>- Established a limited liability corporation in Hong Kong to set up a consumer electronics retail store.</li> <li>- Concatenated the PayPal payment system and corporate bank accounts in Hong Kong. Ebanking daily use HSBC HK and Citibank HK.</li> <li>- Oversaw online banking operations for paying bills, payroll, and accounting purposes.</li> </ul>
(2013/Jun 2010/Aug)	Studying a Master Degree in Economics
(2010/Aug 2005/May)	<p><b>OPERATIONS MANAGER</b> International Cellular Systems– Claro/América Móvil (Stock Sym: AMX)</p> <p><u>Sales Management</u></p> <ul style="list-style-type: none"> <li>- Supervised P&amp;L, AP/AR, and actuals vs forecasts.</li> <li>- Reviewed merchandising spaces, placements, pricing, and promotions.</li> <li>- Supervised more than 50 Sales Executives and sales routes.</li> <li>- Wrote operational plans to increase market share, and increase sales horizontally and vertically.</li> <li>- Negotiated with suppliers for discounts, packaging, and delivery times.</li> <li>- Assessed the capacity of SME partners by analyzing clients' current assets, liabilities, income, and risk proneness; in order to see if they could get credit.</li> <li>- Developed direct and indirect channels for retail customers, SMEs, or corporate clients.</li> <li>- Wrote rolling impact analyses of activities, including product line profitability.</li> <li>- Managed a portfolio of more than 300 small businesses, that sold our products in their points of sales (POS).</li> <li>- Diversified client portfolio by finding outbound leads, and retention of inbound leads, an inside sales model.</li> </ul> <p><u>Operations</u></p> <ul style="list-style-type: none"> <li>- Reviewed responsibilities and oversight of POS, on common strategies, policies, and operations. Updated procedures for sales support, internal controls, providing KPI data.</li> <li>- Developed a framework for a strategic planning process; ensuring timely completion of operational goals. Additionally, formulated an annual operating plan.</li> <li>- Controlled daily budgets, and monthly financial statements.</li> <li>- Managed available budget to maximize return on investment (ROI), and revenue growth.</li> </ul> <p><u>Financial Management</u></p> <ul style="list-style-type: none"> <li>- Controlled expenses, prepared monthly budgets and forecasts.</li> <li>- Supervised proper internal controls, an on-going auditing system.</li> <li>- Reconciled profit and loss and daily position</li> </ul> <p><u>Trainer and Human Resources</u></p> <ul style="list-style-type: none"> <li>- Developed curricula, training materials and documentation. Guides, manuals with forms, examples of best practices. (management, leadership support, customer relations, and technical telecommunications knowledge).</li> <li>- Coordinated seminars and workshops, designed training programs, based on need.</li> <li>- Facilitated a mentoring program to oversee the performance assessment of each POS.</li> <li>- Prepared payroll and productivity bonuses for sales personnel.</li> </ul>

	<ul style="list-style-type: none"> <li>- Assessed performance KPIs of POS, sales force and client's credit lines.</li> <li>- Evaluated job applicants qualifications, monitored staffing requirements, maintained personal files. Handled ads of resume solicitation, screening interviews by telephone or in person. Recruited salespersons, filling about 50 direct positions of prepaid and post paying plans.</li> </ul> <p><u>Importation Business</u></p> <ul style="list-style-type: none"> <li>- Wrote a business plan for a new set of products. Sourced new suppliers of phone accessories in Europe, the United States and mainland China.</li> <li>- Managed the importation of phones. Reviewed and approved documents with customs brokers</li> </ul> <p><u>Capacity Builder</u></p> <ul style="list-style-type: none"> <li>- Produced a new draft for a long term plan covering the period 2005-2010, consistent with the priorities and vision of the organization.</li> <li>- Wrote a Social Corporate Responsibility business policy with employee participation programs, and sales agents special awards.</li> <li>- Started empowerment programs, decentralizing decision making, thus improving business efficiency in sales channels.</li> <li>- Responsible for keeping quality standards at point of sales, resulting in various business process reengineering changes.</li> </ul>
(2005/Apr-2003/Mar)	<p><b>PURCHASING AND LOGISTICS MANAGER</b> International Cellular Systems– Claro/América Móvil (Stock Sym: AMX)</p> <p><u>Purchasing and Ordering</u></p> <ul style="list-style-type: none"> <li>- Purchased wholesale quantities of phones and its accessories.</li> <li>- Devised a capacity analysis report on daily tasks, workflow, organizational structure and management, stock control and planning. Examined the organizational structure, designed organizational changes to ensure efficiency.</li> <li>- Planned the efficient ordering of advertising materials from Claro, to stock and decorate all stores.</li> <li>- Monitored continuously (phoning or computer enabled) the inventory levels throughout the day to ensure product availability for sale.</li> </ul> <p><u>Logistics</u></p> <ul style="list-style-type: none"> <li>- Designed vehicle management systems (e.g. preparation, approval for use of vehicles to justify the expenses, used logical frameworks or standard tools) using the KPI ratios.</li> <li>- Wrote policies and operational guidelines to guide staff and management in its day-to-day logistics. Developed training, curricula, for the drivers.</li> <li>- Quality Assurance: designed mechanisms guaranteeing on-time delivery, warehouse management, and timely ordering of more stock.</li> <li>- Implemented reengineering procedures for employees and their personal safety, hygiene. Dealing with the employees' health issues.</li> </ul> <p><u>Monitoring</u></p> <ul style="list-style-type: none"> <li>- Reallocated staff for organizational restructuring, delegated functions. Furthermore designed standard procedure forms to effectively manage activities.</li> <li>- Performed periodic manual counts of stock control.</li> <li>- Supervision of cell phone air-minutes sales.</li> </ul>