

ALICIA SUÁREZ



my work.

my story.

After 20 years of running our software development company remotely and part-time, I had to step away to attend to family matters, leaving the business direction to other directors.

Due to Covid I now had to homeschool my 2 teenage daughters through high school, (now in college), and cope with the death of a prominent family member.

With these unusual circumstances, I was forced to maintain a significant distance from the company.

so what happened then?

Unfortunately, after 18 months away from the direction of the company, what I found was an almost unrecognizable business.

Disorder, demoralized staff, plummeting sales, financial losses, and an overall atmosphere of struggle and stress. If left unattended, the business would not exist today.

It became vital for me to apply *swift action*, if there was any hope of saving the company and keeping everyone employed.

in only five months.

Against internal and external resistance I went in, with full determination to salvage the company at any expense. This is what I did.

■ OPERATIONS

First, there was no communication, so I established a dashboard, weekly exec meetings and twice-daily reports so I could SEE what was happening in all areas and monitor progress. This allowed me to focus on troubled areas quickly.

■ NO MARKETING LISTS

Corrected the company CRM and prospecting process which was stale dated with inaccurate data. Most client/prospect lists had been eliminated so we were *unable* to market. 15,000 contacts had to be sorted/validated which I did personally over one weekend. Within ONE week we had a system.

■ NECESSARY LEGAL

Implemented necessary legal documents including retainer contracts, against internal resistance.

■ ESSENTIAL CORPORATE PARTNERSHIPS

Successfully revived a 22 yr old corporate partnership with **Apple/Claris** whom had already warned us they would cut us.

■ SALES

Identified and pursued old customers. Supervised the process resulting in fresh, sizable contracts and increased revenue.

■ REVENUE

Updated billing policies with more logical, profitable & standardized procedures, more in line with our business processes, with no exception. New revenue now set in stone.

■ BILLING + STAFF CORRECTION

Adjusted our staff's production logging system increasing accountability, compliance & employee correction.

■ SOCIAL MEDIA RESURRECTION

Set up and activated all social media accounts, investing 20+ hours personally to engage the audience. LinkedIn is now fully active.

<https://www.linkedin.com/in/robertcmackay/>

<https://www.linkedin.com/in/aliciawork/>

<https://www.linkedin.com/company/86902937/admin/>

<https://www.linkedin.com/company/87190068/admin/>

<https://www.linkedin.com/company/86940535/admin/>

— CTO

— President

— TekExperts Page

— Merchantify Page

— Studio Page

■ DIGITAL MARKETING

Despite lacking prior knowledge, I taught myself and successfully implemented new email marketing campaigns with 3 new platforms: designed templates to allow easy pay-per-click and email marketing campaigns: SendGrid, Unbounce, Klaviyo.

■ PERSONNEL

Hired new profitable staff, terminated unproductive ones. Adjusted agreements and fairly allocated salaries based on staff value.

■ RADICAL MARKETING STRATEGY

- 👉 Created TekExperts LLC as the company's new face.
- 👉 Created Landman Soft, for the launch of an Oil & Gas software product.
- 👉 Rebranded MacTutor, TekExperts & Merchantify, ensuring a comprehensive brand transformation.

■ MAJOR MARKETING OVERHAUL

Built and launched 4 interconnected websites from scratch.

I took on the entire process single-handedly, teaching myself along the way.

- Market research
- Branding, design, copywriting
- SEO, programming, animations, FTP, domain purchase
- Email account setup

tekexperts.com

merchantify.com

landmansoft.com

mactutor.net

aliciawork.com

■ NEW MARKETS BEYOND CLEARWATER

Strengthened our presence in 3 markets: Austin, Tampa.

Specifically Tampa Bay & Puerto Rico.

Online presence, social media and **Claris/Apple** sending us leads.

■ NEW SERVICE OFFERINGS

Established new service offerings, specializing in ERP software systems, and formed new partnerships with **aACE Soft** resulting in a stream of referrals.

■ NEW INTRO SERVICES

Launched & marketed 3 new introductory products. Set up an online store.

- I identified a new product line.
- Oversaw completion. Designed their brands.
- Secured approval by Claris/Apple marketplace.
- Built an online store.

<https://www.tekexperts.com/store>

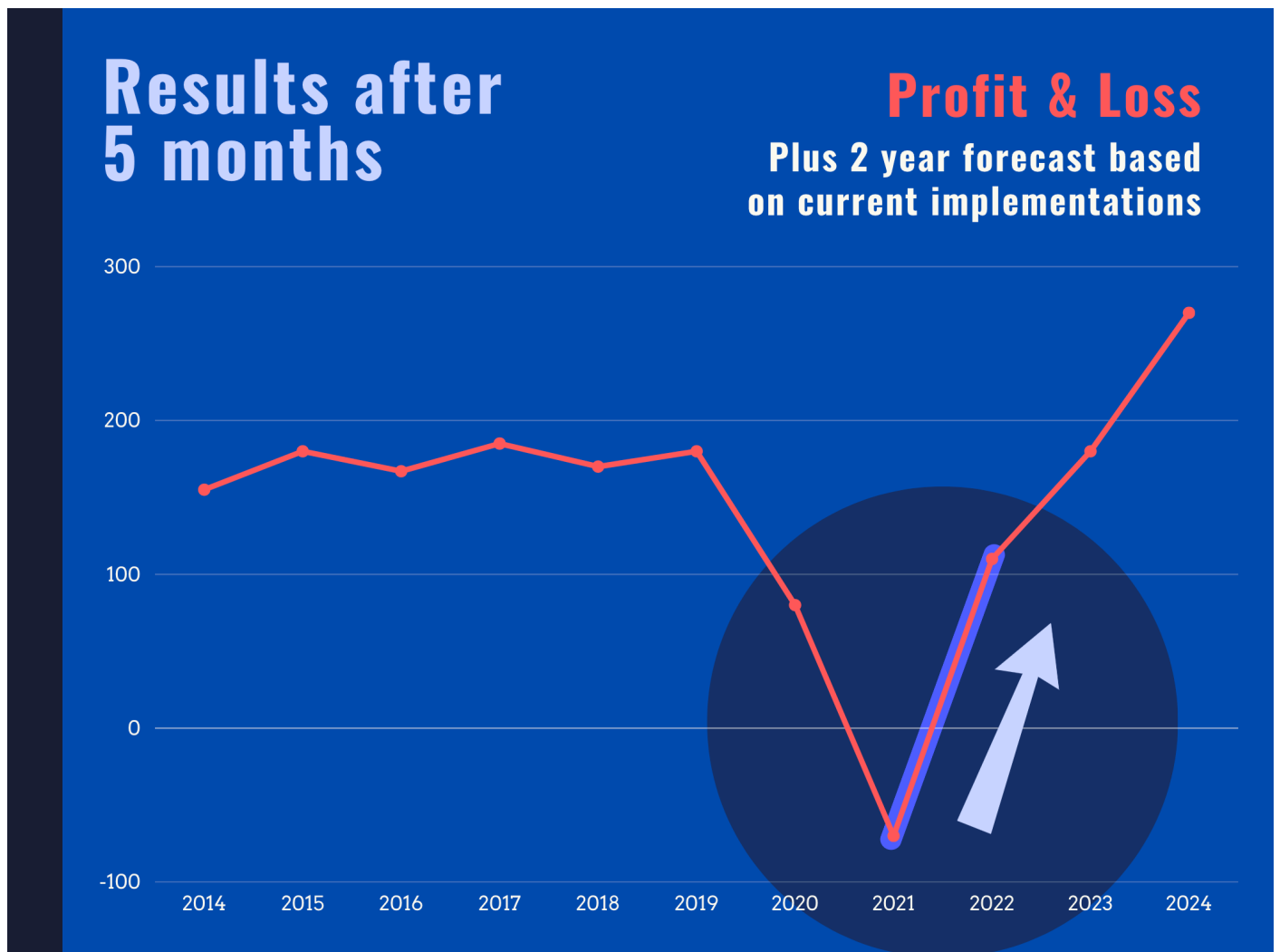
<https://marketplace.claris.com/detail/2316.html>

■ BOOKEEPING

Upgraded accounting software and updated all financial records.

5 bank accounts fully reconciled.

results I obtained.



actual results.

■ FINANCIALLY VIABLE AGAIN!

- Under my direction reserves/loans were no longer used, despite resistance.
- Before I returned, hidden reserves equal to 20% of the company's yearly GI had been debited without my approval with no strategic plan.
- All non-crucial expenses were eliminated.
- Raised salary of essential employees, guaranteeing staff retention.

■ REVERSED

The steep decline of the company was effectively reversed.

■ NEW CONTRACTS

In 5 months:

- Closed 2 new contracts: \$200K, \$70K
- Successfully completed: \$200K project for a \$40MIL client
- Closed miscellaneous projects totaling \$50K
- A *cascade* of new projects have followed after the 5 months
- Staff morale sky rocketed with a stable increase in work.

■ PRODUCTS ARE SELLING

The new products are selling regularly online. Marketplace resulting in new public, revenue and reputability with **Claris/Apple**.

■ NEW PARTNERSHIP PAYING OFF

aACE Soft producing a stream of referrals and our staff is fully trained in those specialized services.

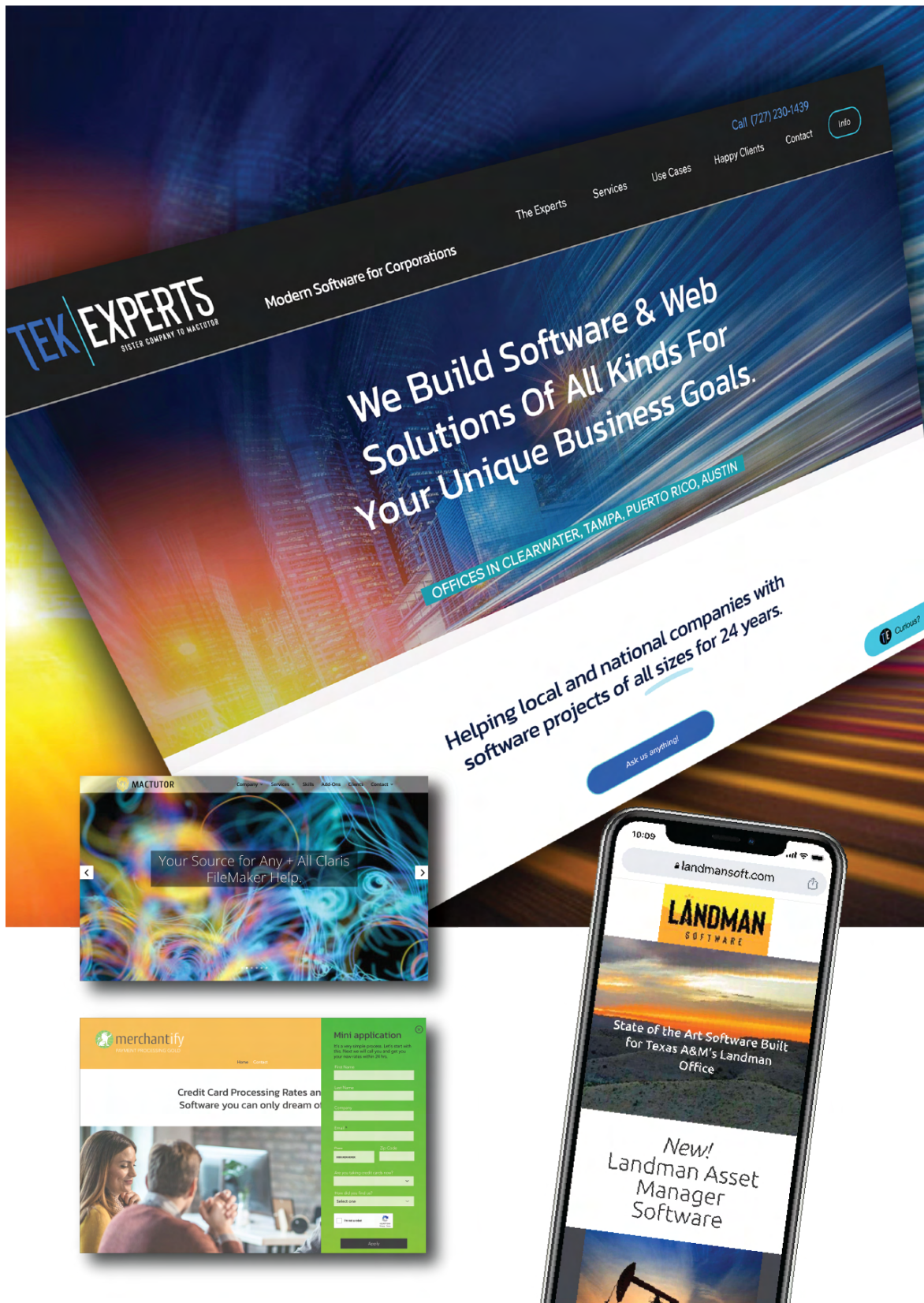
■ ONGOING STABILITY

- The company has remained stable and expanding even 2 years later.
- I control the company part time and remotely.

ALICIA SUÁREZ

my work.

5 websites built. In 5 months.



ALICIA SUÁREZ

my work.

**5 new brands created.
In 5 months.**

TekExperts, Merchantify, Landman Software,
MacTutor, Alicia Suarez Studio.



merchantify



TEK | **EXPERTS**
aACE PARTNER

So why am I sharing this with you?

I saved and stabilized the company
at lightning speed, and **still own** it.

But now I want a new adventure.

Thus, I'll be thrilled to explore how
I may be able to help you grow, expand or fix
your organization, or you may know someone.



Loved leader
Speed Demon
Business Jedi
Veteran entrepreneur
Branding unicorn
Marketing magician
Serial designer
Mover + shaker
People person
Fine artist!
Fully bilingual

A large, stylized, handwritten signature in yellow ink that reads "Alicia Suarez".

ALICIA SUÁREZ

my work.



aliciawork.com

cell (727)466-6221

me@aliciawork.com

My amazing staff will write references
about me, upon request.

In Puerto Rico

Ave Piñero 500
Cond. Parque de Loyola 1201, Torre Sur
San Juan PR 00918

In Florida

1550 Ridgewood Street
Clearwater FL 33755