

# EDUARDO C. LARES

622 Punto Reyes Lane  
El Paso, Texas 79912

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Dear Hiring Professional:

Please consider this letter of introduction as an expression of my interest in exploring career opportunities with your organization. My resume outlining my professional experience is enclosed for your review and consideration; it provides valuable details regarding my qualifications, experience, and education.

As my résumé reveals, I currently hold a Bachelor of Business Management/Computer Information Systems and I am seeking to transition my education and experience into an organization in need of an energetic, innovative, and forward thinking professional. My academic studies have provided me with well-developed critical thinking skills, knowledge of a broad spectrum of business disciplines, and a solid foundation in Computer Information Systems.

I offer strong project management, technical, and problem-solving skills developed in information systems, maintenance, and related roles and have dealt with and developed effective strategies for multiple web development and graphic design issues, and I am proud of my ability to adapt to changing and emerging technologies. In addition to my technical skills, I have the capability to assist and instruct others in technology concepts and applications and have the ability to communicate complex concepts and strategies to others in non-technical, easy-to-understand terms, both in written plans and in personal meetings, a quality that will characterize value to any organization.

I am positive that the strength of my education, combined with my experience, will add measurable value to your organization. I would appreciate an opportunity to meet with you to discuss your needs and my potential to contribute. In the interim, thank you for your attention, consideration, and forthcoming response.

Sincerely,

A stylized, handwritten signature in black ink, consisting of several overlapping lines and a small circle, resembling a starburst or a calligraphic flourish.

Eduardo C. Lares

Enclosure

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## PROFESSIONAL SUMMARY

Highly skilled professional with outstanding problem-solving, analytical, and decision-making skills with proven ability to conceptualize solutions to diverse business systems and implement practical, cost-effective information technology plans. Knowledgeable in all facets of systems administration, project management, hardware/software applications, system support projects, graphic design, and web application development, with the ability to understand business processes and effectively align competencies to provide necessary support. A professional that responds to information technology challenges with confidence, determination, and focus; driven by challenge and the opportunity for development, growth, and growth opportunities.

### CORE COMPETENCIES:

Software Installation	Support Systems Integration	Network Installations
Strategic IT Planning	Web Development	End-User Training
Support Services	Graphic Design	Network/Systems Design

### PROGRAMMING LANGUAGES:

C++, C, My SQL, PHP, Microsoft.net, JavaScript, HTML, CSS, & JQuery

### SOFTWARE:

Microsoft Office (Word, Excel, Power Point, & Access), Photoshop, Fireworks, Dreamweaver, & Illustrator

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## EDUCATION

Bachelors of Business Management/Computer Information Systems  
University of Texas at El Paso, El Paso, Texas

## PROFESSIONAL EXPERIENCE

### **Wells Fargo, El Paso, Texas**

**2005 – Present**

*Worked through a series of increasingly progressive positions, gaining broad-based, multi-function experience across all aspects of financial service operations. Highlights include:*

#### **Credit Analyst (2006 – Present)**

Conduct credit investigations and analyze complex and diverse credit information for high-end domestic and international companies and industries with sales in excess of \$20M.

- Analyze loan requests, borrower information/financial statements, collateral, and tax returns to determine ability to pay, translate Mexican to American Generally Accepted Accounting Principles (GAAP), and conduct forecast analysis and prepare credit reports for over 20 companies monthly.
- Provide support to calling officers or account representatives and coordinate activity in support of credit approval process.

#### **Personal Banker (2005 – 2006)**

Personally planned, coordinated, and managed the marketing and advertising of personal, business, and financial products, and bank services to build and expand market presence; managed both personal and telemarketing sales calls and met with potential and existing customers, and business owners to develop new business.

- Offered a variety of bank products and services and lending packages and took a proactive approach of finding products that fit with client's needs; utilized profiling analysis tools and techniques to identify cross-selling opportunities.
- Implemented all strategies to generate traffic and integrated creative marketing plans to ensure a constant influx of potential clientele.
- Acted in an advisory capacity to customers on matters pertaining to banking, mortgage lending, and broad-based financial and credit services and outsourced to other Wells Fargo partners as needed.

**PROFESSIONAL EXPERIENCE** *(Continued...)*

- Managed all sales efforts with an emphasis on new business development and customer relations; worked closely with, and developed profitable relationships with individual clients and area businesses to successfully build and maintain customer loyalty, repeat, and referral business.
- Prepared all prospective applications and set up and processed all new accounts; prepared and maintained all accounting systems, related records, and reports for all new and existing clients.

**New York Life, El Paso, Texas**  
**Licensed General Lines Agent****2004 – 2005**

Served as client's advisor for personal and business financial planning, annuities, life insurance products, and a variety of long term care products to generate personal savings and provide financial security.

- Provided financial analysis for clients and recommend effective and viable solutions regarding issues in all personal and business financial areas; oversaw the strategic financial planning for clients to enhance financial strength, growth, and performance.
- Managed the entire sales cycle, from initial client consultation and presentation through the final sales closing; built solid client base using consultative selling skills and product knowledge to design successful portfolios to fit the needs and budget of each account.

**Sporting Eyes, El Paso, Texas**  
**Store Manager****1998 – 2004**

Supervised, managed, and executed daily functions and processes for this store involved in the sale of high-end sunglasses and related accessories; oversaw the day-to-day business initiatives to ensure efficient operations and achieve profitability goals including marketing, accounting, labor cost control, purchasing, human resources, staff leadership and development, cash collection procedures, merchandising, inventory control, staff scheduling to support all activities, sales, and customer service.

- Managed the budget administration and funding activities for a yearly budget including the acceptance, disbursement, and accounting of monies for labor, inventory, supplies, resources, and equipment.
- Directly supervised, evaluated, and supported a team of 5 staff members and provided guidance in all phases of daily operations; evaluated and supported the staff in the performance of their job duties.
- Allocated all labor hours, anticipated hours required to maintain an efficient and streamlined operation, and scheduled the staff accordingly.
- Delivered all training to both new and existing personnel for all new developments, organizational policies and procedures, and all operational practices to ensure that all enforced standards were met and maintained.
- Managed and coordinated all payroll functions for the store handling all payroll processing for the staff; verified all payroll reports, corrected all pay exceptions, and ensured that all employees were compensated for all hours worked.
- Managed all departmental merchandising and presentation standards, ordering, managing and controlling overall store inventory in excess of \$1M; planned and executed all product movement, merchandise placement, and sales promotion set-up.
- Oversaw conformance with all cash handling policies and procedures; ensured all sales were verified and reviewed all reports with sales information/issues prior to deposit.
- Managed all audits for all shortages, providing shortage information to the bank and accounting office and prepared daily sales and profit/loss reports to the District Manager.

**INTERNSHIP**

Website Application Development (6 months)  
Varay Systems, El Paso, Texas