

ZENAIDA “ZENA” ARMELLA

EXECUTIVE LEADER • STRATEGIC COMMUNICATIONS • MARKETING • BUSINESS DEVELOPMENT

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EXECUTIVE PROFILE

Accomplished executive and multidisciplinary professional with more than two decades of experience across strategic communications, marketing, business administration, media, organizational development, and international relations. Recognized for strategic vision, sophisticated inductive, deductive, and dialectical reasoning, and the ability to translate complex challenges into practical, results-oriented solutions. Experienced in leading initiatives, managing relationships, developing brands, coordinating multidisciplinary projects, and communicating effectively across cultures and professional environments.

CORE LEADERSHIP COMPETENCIES

- Strategic Planning & Execution
- Strategic Communications
- Mediation, Negotiation & Arbitration
- Executive Presentations
- Resource Allocation
- Spanish-English Interpretation & Translation
- Marketing & Brand Strategy
- Organizational Development
- International Relations
- Digital Communications & Web
- Visionary Leadership
- Business Development
- Relationship Management
- Public Relations
- Creative Problem-Solving
- Management

PROFESSIONAL EXPERIENCE

ABC ORGANICS, LLC | *Vero Beach, FL*

CFO & Media Chief Director | *May 2010 – Present*

- Oversee global branding and marketing for biological crop-protection products and organic formulations. Develop sustainability and ecological marketing strategies; provide human-resources consulting for agricultural businesses; optimize resource allocation; lead digital/media initiatives; and integrate the White Pillow Concept into agricultural operations.

ARMELLA INTERNATIONAL, INC. | *Miami, FL*

Director of Marketing | *February 1998 – May 2010*

- Directed marketing and communications for interior consulting, renovation, historic residential properties, vacation rentals, and rental projects. Led website design, visual and personal branding, political image consulting, promotional development, and client-facing communications.

AGRIMOR INTERNATIONAL CORP. | *Aventura, FL*

Director of Marketing | *January 2000 – December 2003*

- Led international promotion of agricultural pesticides; managed public relations for global commissions; collaborated with GLP laboratories on pesticide dossier editing; advanced press outreach for eco-friendly crop-protection products; and strengthened customer-support systems.

SOBE LAND, LC | *South Beach, FL*

Investment Director of Marketing & Interior Design | *June 1997 – December 2000*

- Managed a 68-unit property portfolio, condo conversions, renovations, space reorganization, and cost-effective design. Directed promotional materials, personnel, sales presentations, public relations, Art Deco restoration, and city compliance.

COLOMBIAN SENATE & NORTE DE SANTANDER GOVERNOR'S OFFICE | *Colombia*

Political Image Advisor & White Press | *June 1993 – May 1997*

- Developed political image strategies; advised on speech delivery; coordinated logistics for presidential visits; organized speeches; and created professional souvenirs and materials for international visitors.

EDUCATION

Nova Southeastern University — Master of Public Administration (MPA) (1997) | *Fort Lauderdale, FL*

Florida International University — B.A., Political Science — Comparative Politics & Mass Communications (1992–1995) | *Miami, FL*

Florida International University — B.A., International Relations — Middle East, Africa, Caribbean & Latin America (1992–1995) | *Miami, FL*

University of Miami — Koubek Center — Bachelor's studies in Journalism — TV Production & Newsroom (1989–1992) | *Miami, FL*

Miami-Dade Community College — A.A., Communications — Journalism / Photography (1988–1990) | *Miami, FL*

LEADERSHIP, COMMUNITY & VOLUNTEER SERVICE

- St. Helen Parish / Catholic Church, Vero Beach, FL — Extraordinary Minister of Holy Communion (EMHC), March 2019–Present
- UF/IFAS Tropical REC, Soil & Water Department, Homestead, FL — Photojournalism, laboratory collaboration, data collection and harvesting, October 2012–December 2014
- Consulate of Colombia, Coral Gables, FL — Jury Voting, West Palm Beach & Plantation, Presidential Elections 2002 and 2018
- Republican Campaign Headquarters, Coral Gables, FL — Voter outreach and instruction, September–November 2004
- President, VOLJUV (Voluntariado Juventud), Colombia — Led nonprofit initiatives supporting children and older adults and helped construct homes for people in need, January 1984–November 1987

PROFESSIONAL MEMBERSHIPS

- Society of Professional Journalists — 2015–Present
- National Association of Hispanic Journalists — 1990–Present

HONORS & AWARDS

- Outstanding Achievement Wife Award, University of Florida — 2015
- Entrepreneur of the Year, Cambridge Who's Who — 2009–2010
- Exceptional Professional Recognition, Cambridge Who's Who — 2007–2008
- Valuable Services and Talents Recognition, Palace of Government, Colombia — 1995 & 1997
- Best International Professional Profile Award, Cucuta Society — 1995
- Dean's List, Miami-Dade College — 1993–1994
- Distinguished Service Award, Miami-Dade College — 1992 & 1993
- Special Efforts Award, Leukemia Society of America — 1990

ADDITIONAL PROFESSIONAL VALUE

The White Pillow Concept — A creative leadership and human-centered communications concept developed through Zenaida's political and diplomatic experience and subsequently integrated into business, hospitality, and agricultural environments. The concept reflects her longstanding approach to creativity, balance, positive thinking, purposeful connection, and practical innovation.

REFERENCES

Available upon request.