

Alex Cenem

Learning, Development & Training Specialist

Project Manager – Developmental-Child Psychologist

Contact

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Training & Workshops Programmes Designed and Delivered

Inductions, management and supervision skills, personal & business development skills, business awareness, organisational skills, problem-solving, customer services and sales skills, presentation skills, management skills, anger management skills, motivation skills, recruitment skills, interview skills, coaching skills, learning skills, train the trainer and communication skills. Kitchen management skills, basic food cooking skills, basic food & hygiene awareness levels 1, 2 and 3, health & safety at work, food and coffee tasting, coffee knowledge training, coffee barista training, coffee equipment training, and Computer Skills.

Profile

Analytical, energetic, and detail-person-oriented manager with over 30 years of experience in business, personal, professional, and social development, including facilitating HR practices, recruitment and managing L&D programmes, creating, designing, conducting, coordinating, and evaluating training and workshop projects. Produce and manage budgets and action plans, presenting and defending results to shareholders, board of directors, and C-level executives.

Work Journey

August 2012—Present

Personal & Business Consultant, Course Designer and Developmental Mentor, Languages Tutor - Freelance and Voluntary Assignments • London

For the past two decades, I have independently developed the DNA Programme methodology, authored my first book, and built the structure for associated projects, including websites, videos and all marketing materials. I deliver tailored training, workshops, and consultancy across all levels, promoting individual, organisational, and career development through skill improvement, emotional intelligence, and my unique methodology.

December 2022—September 2023

Café Manager • The Castle Climbing Centre • London

Developing the Café business and financial plan, including kitchen improvements and staff training. Running the day-to-day operational business and managing a team of 20 people.

February 2020—April 2021

Clinic receptionist • Integrated Body Dynamics • London

Administrative work of a local clinic during COVID pandemic. Duties included supporting four directors and 15 therapists with their bookings and patient management (40 PD), phone calls, bookings, and client inquiries.

August 2010—June 2012

Clinic Manager • British College of Osteopathic Medicine • London

Running the day-to-day college public-student training clinic. Responsible for financial, marketing, patients' medical notes, and training programmes for tutors and 3rd and 4th-year students. Four receptionists, L&D and HR procedures and rotas for over 80 people. Report to college principal and directors.

January 2009—September 2010

Business Development Manager - Auditor • Crussh Juice Bars • London

Coaching and assisting staff and professional business development, working together with the L&D department. Training and auditing all 25 stores around London. Report to the executive director.

Key Skills

Assessing development needs, writing reports, keeping records, addressing objectives, finding solutions, managing budget, monitoring project effectiveness, and managing diversity, inclusion and belonging.

Social Media & Internet Tools

Facebook, Messenger, X (Twitter), LinkedIn, Instagram, Pinterest, TikTok, Reddit, WhatsApp, YouTube, Skype, Zoom, Microsoft Teams, Google, Microsoft Bing and Safari.

Languages

Proficiency in English and Portuguese
Intermediate Spanish
Elementary Italian.

Activities and Interests

Writing
Psychology Research
Mindfulness
Yoga & Tai Chi
Computing
Video Editing

Main Achievements

- Opened the first 6 Starbucks stores in Europe, delivered training programmes, and managed the top 2 stores in London (1998 – 2000).
- Presenting coffee seminars at the BBC Good Food Show in Birmingham and Houses of Parliament (2001-2002).
- Guest Judge of the 2003 UK International Barista Championship.
- Host the TV and radio broadcast with former Prime Minister Tony Blair and former Chancellor Gordon Brown at the Viller Street Starbucks store (1999).
- Participated in marketing campaigns and broadcast interviews, including BBC1 radio broadcast (2007), BBC2 TV Ready Steady Cook (2008), ITV Jeremy Kyle special Award – Crisis UK Skylight Café best development project for the homeless in London (2008).
- Organising and managing catering events with over 150 staff and 500 guests, including royalty members (Princess Diana) at the Kensington Palace (the royal house) and its Orangery, A-list celebrities (including Tom Cruise, Nicole Kidman, Dame Joan Collins, Mick Jagger) at The British Museum, The Barbican Centre, The Natural History Museum, The Science Museum, The English National Opera House, Hamleys Toy Store at Regent Street (1990 – 1997).

Education

Feb 2013 - June 2019 – University of East London

Bachelor of Sciences in Developmental- Child Psychology • London

Other Courses – Training

- Neuropsychology Diploma - 2023 – ongoing
- Level 3 Award Education and training – NCC – 2022
- TEFL certificate – 2022
- Diversity, Inclusion and Belonging Certificate (2021)
- Communication With Emotional Intelligence Certificate (2021)
- Unconscious Bias Certificate (2021)
- Enterprise Business Start-up Programme Certificate (2012)
- Noble Manhattan Certificate in Life Coaching (2008)
- ILM Level 3 Award in First Line Management (2008)
- REC – Recruitment Practices
- Sales Techniques and Presentation Skills Certificate (2006)
- Health Environmental Department / Food Health & Safety Level 3 certificate (1996)
- Regent's College / London - Psychotherapy studies (1994 – 1996)
- Psychosynthesis Education Trust - Essentials of Psychosynthesis Certificate (1990 – 1991)
- FAAP University / Sao Paulo / Brazil – Visual & Development Communication Studies (1989 – 1990).

IT Skills

Windows and Microsoft Office packages, Mac and IOS, IBM SPSS Statistics, Sage Systems, Adapt Systems, ICNS Systems, Sun accountancy system, Web Design packages, Freehand Clinic Manager System, Prezi, MGI Photo Suite, Abode Creative packages and Video editing. **Application packages** – Videoshop, Vivavideo, CapCut, InVideo, VideoLeap, Greenscreen, Imove, Moldiv, Eraser, Airbrush, Photolab, Pixomatic and Fused.