

# Alex Cenem

## Learning, Development & Training Specialist Developmental 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, customers 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 Functional Skills - English, Math and Computer Skills, Math and TEFL.

### Profile

Analytical, energetic, creative and detail-oriented person with over 30 years of experience in business, personal, professional, and social development projects and programmes. Able to facilitate HR practices, recruitment, creation and designs of marketing material and conduct, coordinate, and evaluate L&D needs. Moreover, producing, managing, presenting and defending budgets and action plans to all executives.

### Work Journey

*August 2012—Present*

**Personal & Business Consultant-Mentor**

**Freelance and Voluntary Assignments • London**

Designing, presenting and guiding personal and professional improvement, empowerment, and different functional, hard, and soft skills programmes, including communication, emotional intelligence awareness and mindfulness sessions to private individuals and businesses as consultancy and mentoring services.

*February 2020—April 2021*

**Clinic receptionist • Integrated Body Dynamics • London**

Helping administrative workload 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, training programmes for 3rd and 4<sup>th</sup>-year students. 4 receptionists, L&D and HR procedures and rotas for over 80 people. Reported to college principal and directors.

*January 2009—September 2010*

**Business Development Manager - Auditor • Crussh Juice Bars • London**

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

*February 2006—November 2008*

**Project Development Manager • Crisis UK • London**

Responsible for the employability training programme project for young homeless and ex-offenders and the social enterprise business development of the Skylight Café project (opened to the public and the base for the training programme in East London). Reported to client's director and CEO.

## Key Skills

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

## Social Media & Internet tools

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

## Languages

Proficiency in English and Portuguese  
Intermediate Spanish  
Elementary Italian.

## Activities and Interests

Writing, Computing, Video Editing, Cinema & Films, Psychology Research, Mindfulness, Yoga & Tai Chi, Hiking & Rock Climbing.

## Main Achievements

- Opening the first 6 Starbucks stores in Europe, delivering training programmes, and managing 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.
- Hosting the TV and Radio Broadcast with former prime minister Tony Blair and former Chancellor Gordon Brown at Villiers Street Starbucks store (1999).
- Participated in marketing campaigns and broadcast interviews, including BBC 1 radio broadcast (2007), BBC 2 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 Child-Developmental Psychology • London**

## Other Courses – Training

- Psychotherapy Diploma – 2021 – ongoing
- Level 3 Award Education and training – NCC – 2021 – ongoing
- TEFL certificate – 2020 – ongoing
- 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, Greenscreen, Imove, Moldiv, Eraser, Airbrush, Photolab, Pixomatic and Fused.