

Alex Cenem

Personal, Professional and Social Development 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, customer services and sales & presentation skills, management skills, anger management skills, motivation, recruitment, interview, coaching and learning skills, train the trainer, 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, TEFL and Functional Skills -English, Maths and Computer Skills.

Profile

I am an analytical, energetic, creative and detail-oriented leader with over 30 years of experience running business, personal, professional, and social development projects and programmes. Able to create, facilitate and manage HR practices, recruitment, and marketing campaigns, coordinate and evaluate all L&D needs, including training programmes. Moreover, producing, managing, presenting and defending budgets and action plans to shareholders, board of directors and C-level 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 functional, hard, and soft skills programmes, including communication, emotional intelligence and mindfulness sessions for private individuals and businesses.

February 2020—April 2021

Clinic receptionist • Integrated Body Dynamics • London

Helping administrative workload of a local clinic during the 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 4th-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, and 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 & French.

Activities and Interests

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

Main Achievements

- Training over 5000 people, including senior management.
- 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

- Level 3 Award Education and Training – NCC (2022) • TEFL Certificate (2022)
- Psychotherapy-Counseling Diploma – 2021 – 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, Fused Vivavideo, Greenscreen, Imove, Moldiv, Eraser, Airbrush, Photolab, Pixomatic.