

ADRIANA LEOS

Dallas, Texas

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Entrepreneur | Business Strategist | Writer

Entrepreneur, strategist, and business leader with six years of experience building and operating a women-owned agency serving more than 150 clients nationwide. Skilled in strategic communication, research, web design, marketing, and systems thinking. Known for balancing creativity with analytical thinking, building trust with diverse groups of people, and translating complex ideas into clear, simplified, impactful messaging.

With a professional foundation rooted in hospitality and service, I bring a people-first approach to leadership, collaboration, and problem-solving. My work has centered around helping businesses communicate more effectively, build meaningful community presence, and operate with greater intention.

EDUCATION

Palm Beach State College — Bachelor of Applied Science: Supervision & Management;
Entrepreneurship Concentration
2019

PROFESSIONAL EXPERIENCE

Co-Founder, Owner + Chief Creative Officer

vznayres, LLC. | July 2020 – Present

- Co-founded and scaled a women-owned business serving more than 150 clients nationwide.
- Led creative direction and client strategy for more than 150 businesses and organizations across multiple industries.
- Advised business owners on systems, long-term growth, and organizational decision-making.
- Developed educational resources and workshops designed to help entrepreneurs make informed business decisions.
- Managed complex projects requiring research, stakeholder communication, and cross-functional collaboration.
- Helped establish the company as a recognized industry leader, contributing to features in Forbes and growth across social media and digital platforms.
- Maintained marketing efforts across various mediums including social media platforms, newsletters, email campaigns, blogs, and Substack articles.

Bartender + Trainer

The Breakers Palm Beach | June 2015 – March 2020 Palm Beach, Florida

- Trained and mentored new team members in customer service, communication, and operational procedures.
- Managed high-volume service environments requiring adaptability, professionalism, and strong interpersonal skills.
- Coordinated inventory management and assisted with preparation for large-scale events and hospitality operations.
- Built a reputation for calm problem-solving, attention to detail, and creating positive guest experiences under pressure.

LEADERSHIP + COMMUNITY IMPACT

- Summa Cum Laude, 2019
- Co-lead a women-owned small business dedicated to empowering entrepreneurs through strategic communication and education.
- Built a community-driven digital platform with more than 10,000 followers focused on transparency, creativity, and entrepreneurship.
- Developed educational resources and public-facing content aimed at helping small business owners make informed decisions.
- Collaborated with women-led businesses and founders on campaigns, workshops, and mentorship-oriented initiatives.

CORE STRENGTHS

Strategic Communication • Research & Writing • Client Advocacy • Leadership • Content Strategy • Digital Marketing • Collaboration • Project Management • Community Engagement • Negotiation • Critical Thinking • SEO • Brand Strategy