

# LIZETTE CRUZ

956-456-9209 | TheLizetteCruz@gmail.com | www.linkedin.com/in/cruzlizette | San Marcos, TX, 78666 (Austin Metro)

Passionate HR Leader with over 9+ years of experience supporting teams and providing thought leadership in rapidly growing organizations. Demonstrated expertise in organizational effectiveness, strategic planning, talent assessment, change management, and team building. Skilled in driving employee engagement, talent management strategies, and collaborating with cross-functional teams to implement solutions. Committed to creative problem-solving, empathy, fostering an inclusive and innovative culture, and making work fun.

## EXPERIENCE

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### **Executive Leadership Coach | Lizette Cruz Creative | Austin, Texas**

May 2021 – Present

- Provide private coaching and consulting services to executives and senior/middle management focused on leadership development and Human Resources.
- Coach individuals on various topics, including emotional intelligence, leadership strengths, time management, public speaking, and communication in the remote workplace.
- Develop and facilitate e-learning content, training materials, and corporate leadership trainings.
- Conduct Energy Leadership Index Assessments and debriefs.

### **Head of People | Southpaw (formerly ABDD Capital) | New York, NY**

August 2018 – May 2021

- Led HR initiatives for a rapidly growing company with 2,000 employees and approximately 100 restaurants (Dunkin' and Taco Bell).
- Designed and facilitated training initiatives, coached store managers and executives on leadership development, and analyzed turnover trends to develop scalable solutions for employee engagement and retention.
- Managed end-to-end recruitment, hiring, onboarding processes for senior-level managers, and oversaw benefits and compensation.
- Implemented and managed people programs and systems focused on championing a safe and inclusive company culture
- Resolved conflicts, handled disciplinary actions and terminations, implemented employee performance programs.

### **Chief of Staff | HR Director | Southpaw | New York, NY**

June 2014 – August 2018

- Served as the HR Director, leading the company's HR function and overseeing strategic business initiatives.
- Assisted executives in decision-making, program management, and project management.
- Identified knowledge and skills gaps and designed scalable solutions to improve processes and optimize efficiency and productivity.
- Developed an organizational structure framework and served as interim head of IT and Marketing.

## EDUCATION

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### **Master of Business Administration**

University of Texas at Brownsville

### **Bachelor of Music in Musical Theater**

Oklahoma City University

### **Certified Professional Coach / Energy Leadership Index Master Practitioner**

Institute for Professional Excellence in Coaching (IPEC)

## SKILLS

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Singing, Acting, Voiceover, Video Production and Editing, Strategic HR Business Partnering, Organizational Effectiveness, Change Management, Talent Assessment, Data Analysis and Reporting, Leadership Development, Coaching and Facilitation, Project Management, Communication and Critical Thinking, Inclusion and Diversity, Scale and Growth Management