

Daniela Wagner

Multinational Hospitality Leader | General Manager | Creative Business Operator

+84 333901733 | ✉ shamya@protonmail.com

[Portfolio](#)

Professional Introduction

As a native German professional fluent in both German and English, I bring decades of cross-cultural, hands-on leadership in hospitality, creative industries, and entrepreneurship. From managing busy cafés and resorts to founding organic wellness businesses, I thrive in customer-centric environments and multicultural teams. I've operated across **Germany, the USA, Uruguay, and Ecuador**, offering leadership, service innovation, and operational excellence.

Self-Employment Experience

1991–1995 | Owner/Operator | Café & Bar Crocodil, Rostock, Germany

Founded one of the most successful cafés in the state. Managed daily operations, staff, event planning, and local marketing.

2009–2014 | Owner/Operator | Daniela Wagner Design, Punta del Este, Uruguay

Custom bridal and evening wear studio and boutique. Hosted a fashion show in Montevideo and contributed dresses to a music video in Ecuador.

2014–2018 | Owner/Operator | Alegria Organics, Cuenca, Ecuador

Produced and sold over 30 organic skincare and hypoallergenic household products. Responsible for product development, retail, and marketing.

2018–2021 | Owner/Operator | Eco Cleaners Inc, Orcas Island, WA, USA

Founded and managed a sustainable laundry/dry-cleaning company. Led operations, customer service, and community engagement.

2018–2024 | Life Coach | Shamya Coaching (Online)

One-on-one video sessions supporting personal transformation, decision-making, and behavioral change.

Employment History

1995–1997 | Festival Organizer | Berlin, Germany

Coordinated vendors and performers; managed marketing, logistics, and event execution.

1997–2000 | Health & Life Insurance Sales Rep | Berlin & Munich, Germany

Completed 2-year professional training; sold insurance products and consulted clients on custom solutions.

2002–2004 | General Manager | Bagel Works, Keene, NH, USA

Led operations for the chain's flagship location. Implemented service standards, built and trained teams, and maintained guest satisfaction.

2005–2007 | Jewelry Photographer & Designer | Sajen Inc., Putney, VT, USA

Photographed and digitally edited pieces for their ShopNBC "Offerings" collection. Contributed freelance designs.

2008–2009 | Tech Support & Marketing | Accounting Software Firm, VT, USA

Provided B2B tech support and contributed to marketing strategy for a financial software product.

2022–2023 | Receptionist | Bavarian Inn, Custer, SD, USA

Managed front desk services in a busy hospitality environment. Handled booking software and guest service with attention to detail.

Education

1987–1989 | Diploma – Kleidungsfacharbeiter (Fashion Design & Manufacturing)

Jugendmode Rostock, East Germany

Graduated during a time of rigorous educational standards in East Germany. Focused on fashion design and production.

1978–1987 | General Education

32. Oberschule Heinrich Heine, Rostock, Germany

Strong academic record, especially in math, geometry, art, literature, and languages.

1989–1990 | Registered Nurse Training

Rostock, Germany

Completed one year before pivoting into entrepreneurship.

Skills

- **Languages:** German (native), English (fluent), Spanish (intermediate)
 - **Hospitality & Management:** General Manager & Owner-Operator roles, team development, service design, operations, scheduling
 - **Marketing & Branding:** Branding strategy, digital and local campaigns, CRM, email marketing, social media
 - **Design & Production:** Adobe Photoshop & Illustrator, fashion design, WIX websites, SEO, UI/UX, video editing
 - **Customer Service:** High-touch guest support, B2B and retail sales, complaint handling, empathy-driven service
 - **Leadership & Strategy:** Vision setting, multicultural team leadership, problem solving, strategic planning
 - **Software Tools:** Adobe Creative Suite, Microsoft Office, CRM platforms, hospitality booking software
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Professional Assessments (Indeed)

All rated “Highly Proficient”

- Attention to Detail
- Written Communication (English)
- Marketing Knowledge
- General Manager Aptitude
- Leadership Impact & Influence