

FITNESS INSTRUCTOR

Professional Summary

Dynamic, entrepreneurial sales executive with a record of achievement and success driving sales growth in highly competitive markets. Solid background securing key clients and increasing product distribution to grow market share. Steadfast in building new business, securing customer loyalty, and developing strong relationships with external business partners. Well organized with a track record that demonstrates self-motivation, creativity and the initiative to achieve both personal and corporate goals.

Skills

Sales Management	Customer Retention
Account Management	Distribution Strategies
Program Management	Team Leadership
Client Relationships	Wine & Spirits/Beverage Industry
Product Marketing	

Experience

Fitness Instructor , 02/2013 to Current

Company Name – City , State

Teach energetic workouts that are challenging and motivating, yet safe. Provide students individualized hands-on adjustment throughout class. Address each student by name during class and cultivate long term relationships. Organized the 2014 Fitness Kick-off Challenge in which local vendors provided educational seminars/products to inspire a commitment to a healthier lifestyle.

Assist clients of all ages and fitness levels in improving health and wellness.

Owner , 01/2011 to Current

Company Name – City , State

Founder of a stand up paddle board business consisting of retail sales, rentals and lessons. Hands on involvement from lease contract negotiations to build-out, to website development and marketing strategy. On site management of all daily operations as well as recruiting, hiring and training staff. Responsible for all aspects of business including inventory management, product education, payroll, and social media outreach. Organized corporate outings and charity fundraisers. Became the first and only Austin stand up paddle board company to offer online reservations for clients. Achieved an overall 5 star rating on YELP within the first year of business.

The company is closing October 31, 2014.

Central Regional Manager , 10/2008 to 03/2011

Company Name – City , State

Successfully executed sales and managed an eight state region consisting of two distributors/brokers, with a combined total sales of approximately \$2.7 million. Developed and implemented a promotional calendar for regional locations of national food stores. Collaborated with corporate buyers on private label product development and program management. Worked as a team with distributor management and staff to educate and develop programs for increasing product knowledge, market presence and sales. Monthly conference calls with broker principals to review performance, goals and opportunities. Conducted educational tea classes for retail sales partners as well as consumers.

Fine Wine Specialist , 2008 to 2008

Company Name – City , State

Developed relationships with on/off premise accounts to identify opportunities for product placement. Conducted wait staff training seminars and designed wine by the glass programs to support the Diamond portfolio. Assisted with inventory management and stock rotation. Set shelf space, cold box and built displays to support supplier promotions and incentive programs. Demonstrated sales abilities through successful presentation and promotion of new and existing products and the expansion of business. Met or exceeded assigned monthly quotas and placement objectives.

Western Regional Sales Manager , 2005 to 2008

Company Name – City , State

Proficiently managed sales in a six state region comprised of eight different distributors/brokers, with combined total sales of approximately \$1million. Interfaced directly with buyers, distributor management, sales representatives and marketing associates located throughout the territory. Conducted regular reviews with distributor management to ensure consistent performance to goal. Attended distributor sales meetings to present and educate representatives on new and existing products. Designed and implemented various sales incentives with a focus on elevating

performance. Provided product training and promotional strategies to sales representatives and restaurant and retail staff. Developed Excel program to track monthly performance to goal. Increased overall sales in region by 9.5%.

California Area Sales Manager , 2002 to 2004

Company Name – City , State

Interfaced with key on/off-premise accounts, working in partnership with the distributor sales force to promote brand building and line expansion of existing brands within the portfolio. Conducted trade and public tastings, special promotions and wine maker dinners. Achieved growth in 13 focus brands resulting in a 24% increase in sales.

Wine Steward/Educator , 2001 to 2002

Company Name – City , State

Instrumental in developing and implementing the bi-monthly wine class for consumers. Created content and format of class material and presented it in a manner that was informative yet fun. As head of the wine department, responsible for driving sales, monthly promotions and all merchandising. Operated in a management capacity when opening or closing the store. Managed staff, reconciled all bank transactions, generated reports and ensured the store was properly stocked and detailed. Provided assistance to customers with wine selections and food/wine pairing, made product recommendations and developed rapport to promote customer loyalty and repeat business.

Wine Educator , 2000 to 2001

Company Name – City , State

Responsible for daily operation of the Terrace Wine Bar at the Golden Vine Winery, hosted by Robert Mondavi at Disney's California Adventure. Conducted guided wine tastings for guests and educational seminars and tastings for the restaurant staff.

Product Marketing Manager , 1995 to 1998

Company Name – City , State

Memory Products Buyer , 1988 to 1991

Company Name – City , State

Additional purchasing experience with two high-technology firms in Austin, TX,.

Education

High School Diploma : University of Texas - City , State

Communications

Volunteering

Blue Dog Rescue

Best Friends Animal Sanctuary

Certifications

2013 Certified Bar Method Fitness Instructor, 2012 Certified Power Yoga and Yoga Sculpt Instructor, 2002 Court of Masters Sommelier -Level One Certification