

## **Elvis Plaza**

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### **EDUCATION AND CERTIFICATIONS**

#### **2015: BA Honours, Major Psychology**

York University

#### **2014: Certifications, Canadian Armed Forces**

Small arms weapons instructor

Winter combat ready

CBRN certified

#### **2011: Graduate, Police Foundations**

Humber College

### **RELEVANT WORK EXPERIENCE**

#### **GoodLife Fitness—Fitness Consultant**

**Toronto (Ontario), October 2016 to present**

Continue to repeatedly surpass monthly sales quotas laid out by GoodLife management, and am currently ranked fourth (of 23) top sales representative for the region.

- Continually generate sales leads using a number of strategies, including walk-ins, cold-calling, telephone inquiries from potential clients, point-of-sale referrals, in-club outreach and company sponsored outreach events.
- Continue to maintain a monthly referral program used as a proactive method to educate the community and to create leads for membership acquisition.

Continue to maintain excellent rapport with both current and new GoodLife members in order to ensure a positive, safe and comfortable environment for everyone in the club.

- Enthusiastically engage with clients in order to determine their needs and preferences.
- Stay up-to-date with GoodLife practices and policies in order to ensure clients are well-informed.
- Maintain client accounts in good standing order.

#### **Trench Defense Service—Security Guard**

**Toronto (Ontario), 2017 to February 2018**

Protected premises, assets and personnel by providing outstanding surveillance inside various venues.

- Used effective communication skills to deter, mitigate or terminate altercations.
- Successfully navigated interpersonal relationships with guests, owners and colleagues.
- Provided all parties with accurate information on a need-to-know basis.

- Kept current on all mandatory certifications, including CPR level C, Security License, Smart Serve, Use of Force, etc.

### **University of Toronto, International Beta Theta Pi Fraternity—Recruitment**

**Toronto (Ontario), 2011 to 2015**

Planned and executed events which successfully generated participation interest amongst students at the University of Toronto.

- Delegated and managed fellow fraternity members, and engaged potential recruits by ensuring the fraternity's mission and values were well-established and well-advertised.
- Designed innovative and informative advertisement platforms, including flyers, shirts and a website, all of which helped the fraternity to gain exposure and to promote its cause(s) across a large student body.

### **Kognitive Marketing—Promotional/Sales Representative**

**Toronto (Ontario), 2012 to 2014**

- Created and effectively utilized marketing materials and strategies to achieve profitable merchandise sales.
- Regularly acquired new customers and effectively promoted client products and services.

### **Canadian Armed Forces, Royal Regiment of Canada—Recruitment Officer**

**Toronto (Ontario), 2007 to 2014**

Provided professional advice to military personnel regarding recruits, and surpassed semi-annual recruitment quotas by 50%.

- Handled all administrative affairs for new recruits, including induction tours, signing necessary documents, administering necessary equipment and preparing recruits for their courses.
- Developed multi-day courses geared towards new recruits and reported on recruit performance.
- Maintained proficient knowledge of military law and military tactics, and helped new recruits develop an understanding of the components of each.
- Exercised diplomacy and tact at all times, and enabled recruits to develop strong skills in navigating interpersonal relationships.
- Strategically exposed our unit by making use of a number of marketing platforms, including public relation events, school events, and festivals.

## **VOLUNTEER EXPERIENCE**

### **Movember Canada—Fundraiser**

**Toronto (Ontario), November 2013**

- Led team recruitment, press relations, fundraising, and event planning, and successfully raised \$4,000 in only two weeks.

## **PERSONAL SELF IMPROVEMENT**

- Currently enrolled with HackYou, a school which teaches how to master Hyper Text Mark-up Language and Cascading Style Sheet for Web Developers.
- Past Personal Trainer with GoodLife but continuously learning contemporary methods on weight loss, hypertrophy and injury prevention.

- Video game, wine and board game enthusiasts!

**REFERENCES AVAILABLE UPON REQUEST**