**Elvis Plaza**

1985 Danforth Ave. | Toronto, M4J 1J7 | elvis.plaza@hotmail.com

**EDUCATION AND CERTIFICATIONS**

**2015: BA Honours, Major Psychology**

York University

**2014: Certifications, Canadian Armed Forces**

Small arms weapons instructor

Winter combat ready

**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.

**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 buy 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.

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

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

September 2017-2018

**Security Guard Trench Defense Service**

* Provide outstanding surveillance with a friendly demeanor inside various venues, night clubs and high-end restaurants.
* Applied a high-level of communication skills to deter, mitigate or terminate any altercation that may have occur during my shift.
* Effectively communicate with your teammates and superiors to provide accurate information of your situation and post, every hour, during my shift.
* Stay up-to-date on mandatory certificates including: CPR level C, Security License, Smart Serve, Use of Force.