

Rodolfo Espinosa-Nunez

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GitHub Account: <https://github.com/rodolfoespinosa01>

Website Link to [Portfolio \(click me\)](#)

Results-driven professional with a proven track record in entrepreneurship, sales, and fitness. Strong expertise in Full Stack Web App development (MERN; MongoDB and MySQL) Possesses excellent leadership and communication skills, with a demonstrated ability to lead diverse teams and exceed customer expectations. Consistently delivers innovative solutions and leverages comprehensive industry knowledge to achieve outstanding results. A motivated and detail-oriented individual who thrives in fast-paced environments and excels in both independent and collaborative settings. Exceptional communication, presentation & interpersonal skills with proficiency at grasping new concepts quickly and utilizing the same in a productive manner. Currently building a mobile App designed to be a white label product-app that will customize a diet and training plan.

Skill Areas: *MERN Stack (MongoDB&MYSQL, Express.js, React.js, Node.js ♦ HTML/CSS/Javascript ♦ Product Development ♦ Cross Function Team Leadership ♦ Business Planning Problem Solving ♦ Leadership Analytical Skills ♦ Client Relationship Management ♦ Team Management ♦ Social Media Marketing*

PROFESSIONAL EXPERIENCE

ENTREPRENEUR/OWNER

FITFIRM247 - MORRIS PLAINS, NJ | SEPTEMBER 2017 TO APRIL 2022

- Founded and managed a successful company that specialized in providing quality services for social media fitness influencers. Developed a strong reputation for delivering exceptional results and exceeding client expectations.
- Led a diverse team of 3-7 individuals, including team members from South America, fostering a collaborative and motivated work environment.
- Managed a high volume of new clients, averaging over 120 per month, with a customer base consisting of 40% Spanish-speaking clients. Effectively communicated in Spanish to cater to their needs and build strong relationships.
- Spearheaded website design initiatives, creating visually appealing and user-friendly platforms that effectively showcased the company's services and attracted new clients.
- Utilized graphic and video editing skills to produce engaging promotional materials, social media content, and client testimonials, resulting in increased brand visibility and customer engagement.
- Took the lead in marketing, finance, and sales activities, developing and implementing strategies to drive business growth. Successfully executed marketing campaigns that generated leads and converted them into paying customers.
- Leveraged financial acumen to manage the company's budget, monitor expenses, and optimize profitability.

INTERNATIONAL SALES REPRESENTATIVE

SHREDZ SUPPLEMENTS LLC - JERSEY CITY, NJ | SEPTEMBER 2014 TO JUNE 2017

- Conducted direct-to-consumer sales of fitness and nutritional supplements, consistently achieving and exceeding sales targets.
- Managed online coaching programs for fitness influencers, providing guidance, support, and customized training plans to help clients reach their fitness goals.
- Developed and implemented effective social media marketing techniques to increase brand awareness and sales. Created engaging content, collaborated with influencers, and utilized targeted advertising to expand the customer base.
- Monitored market trends and competitor activities, identifying opportunities for growth and recommending strategic adjustments to marketing and sales strategies.

RECEIVING MANAGER

BUY BUY BABY - LIVINGSTON, NJ | APRIL 2013 TO SEPTEMBER 2014

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- Demonstrated extensive product knowledge and efficiently managed the retail inventory, ensuring accurate tracking, restocking, and replenishment.
 - Coordinated logistics and maintained strong relationships with suppliers to ensure timely and efficient product delivery.
 - Implemented streamlined processes and utilized inventory management systems to improve overall efficiency and reduce errors.
 - Trained and supervised a team of employees, fostering a collaborative and productive work environment.

SALES MANAGER/ASSOCIATE

VERIZON WIRELESS WIRELESS DEPOT - LAKE HIAWATHA, NJ | DECEMBER 2010 TO JUNE 2013

- Provided exceptional customer service while customizing sales of products and services to meet individual customer needs, resulting in high customer satisfaction rates.
- Demonstrated expertise in product knowledge and technology, effectively educating customers and making appropriate recommendations.
- Trained and managed a team of five employees, providing guidance, motivation, and performance feedback to drive sales and achieve targets.
- Introduced telemarketing strategies to generate sales leads, successfully expanding the customer base and increasing revenue.
- Conducted interviews and participated in the hiring process to identify and recruit top-performing sales associates.

INFLUENCERS WORKED (INSTAGRAM ACCOUNTS)

[Valentina Lequeux - 1.7m](#)

[MichiePeachie – 1.7M](#)

[Devin Physique – 1.4M](#)

[AshleyKFit – 1M](#)

[BadAssCassfit – 1.1M](#)

[Tristen Escolastico – 340K](#)

[Jason Poston – 1.1M](#)

EDUCATION

Full Stack Web Development Certificate

Rutgers Bootcamp in Full Stack Web Development - 2023

Selected Coursework in Supply Chain Management

Rutgers Newark University - Newark, NJ, 2013 to 2015

Associate's Degree in Business

County College of Morris - Randolph, NJ, September 2010 to September 2012

Certifications from edX:

- HTML5 and CSS Fundamentals Valid Certificate ID [8d045394447d447d96709a97992386c7](#)
- CSS Basics Valid Certificate ID [cca078b337fa43c59672c1e503651ab5](#)
- Introduction to Cloud Computing Valid Certificate ID [d9918f5b11434b919c3acaf0a662732b](#)
- Nutrition, Exercise and Sports Valid Certificate ID [76904fbf0fd541d696ca4a45a50ccfab](#)
- HTML5 Coding Essentials and Best Practices Valid Certificate ID [a64a88eca91142f6bf6ab060fce0d80c](#)
- Introduction to Web Development with HTML5, CSS3, and JavaScript Valid Certificate ID [6b9d8cafaa0f401bb3a815af3895eb1e](#)