

Rodolfo Espinosa-Nunez

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Results-driven professional with a proven track record in entrepreneurship, sales, and fitness. Strong expertise in mobile app development and customization, coupled with a passion for delivering exceptional service and driving business growth. 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: *Strategic & Operations Planning ♦ Sales Management ♦ Product Development ♦ Solution Selling ♦ Key Account Management ♦ Presentations ♦ P & L Management ♦ Process Improvement ♦ Cross Function Team Leadership ♦ Competitive Analysis ♦ Business Planning ♦ Training ♦ Website Design ♦ Graphic and Video Design/Editing ♦ Finance ♦ Customer Service ♦ Problem Solving ♦ Leadership ♦ Strong Interpersonal Skills ♦ Analytical Skills ♦ Client Relationship Management ♦ Team Management ♦ Communications and Marketing*

PROFESSIONAL EXPERIENCE

ENTREPRENEUR/OWNER

FITFIRM247 - MORRIS PLAINS, NJ | SEPTEMBER 2017 TO APRIL 2020

- 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.
- Actively engaged with clients, assessing their needs and providing personalized fitness and nutrition guidance to ensure optimal results.

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

- 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

Valentina Lequeux - 1.7m

AshleyKFit – 1M

Jason Poston – 1.1M

Devin Physique – 1.4M

MichiePeachie – 1.7M

BadAssCassfit – 1.1M

Tristen Escolastico – 340K

PROFESSIONAL DEVELOPMENT & CREDENTIALS

Associate's Degree in Business

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

Selected Coursework in Supply Chain Management

Rutgers-New Jersey - Newark, NJ, 2013 to 2015

Technical Skills: Microsoft Office Suite and Internet

Certifications and Licenses:

National Academy of Sports Medicine (NASM) Certified Personal Trainer (CPT)

Certificate #1231004753, Expiry: 4/3/2025

Adult Child and Baby First Aid/CPR/AED conducted by American Red Cross

Valid from March 2022 to March 2024