

Samantha Conley
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Education

University of California, San Diego	San Diego, CA
B.A. International Business; Minor: Entrepreneurship and Innovation.	May 2027
Relevant Coursework: Financial Accounting, Microeconomics,	
Organizational Behavior, Marketing Strategy	

Experience

Orangetheory Fitness	Eastlake, CA
Sales Associate	January 2025 - Present

- Execute the full sales process by conducting studio tours, assessing member needs, and converting prospects into new memberships.
- Follow up with leads and maintain strong CRM-style documentation to track interactions and outcomes.
- Support financial transactions through accurate POS use and clean, complete paperwork.
- Deliver excellent customer service, address questions, and help clients choose the best membership options.
- Maintain an organized front desk and lobby to support a high-quality guest experience.
- Participate in local outreach events to generate new leads and expand prospect pipelines.

UCSD Recreation Fitlife	La Jolla, Hybrid
Employee Wellness Assistant	May 2025 - Present

- Manage internal communications, inbox operations, and recordkeeping for wellness services.
- Support program visibility through marketing campaigns, email newsletters, and social outreach.
- Maintain organized databases, track attendance, and ensure accurate documentation for departmental reporting.
- Assist with event logistics and operations, ensuring smooth execution and participant satisfaction.

Coquette Case Club	San Diego, Remote
Founder	2024 - Present

- Operate all aspects of a small business, from product development to sales, order fulfillment, and customer support.
- Use CRM-like tools, social media insights, and customer feedback to improve products and increase repeat buyers.
- Manage budget tracking, inventory, and marketplace listings while delivering timely customer service.
- Build brand presence through marketing, website updates, and merchandising selections.

- Provided prompt, friendly service while assisting customers with products, transactions, and inquiries.
- Accurately handled POS transactions, maintained inventory, and kept the sales floor organized.
- Resolved concerns professionally to support positive customer experiences and store satisfaction.

Leadership & Activities

Self-Published E-book on Clean Eating and Wellness

Author

Remote

August 2025 - Present

- Wrote and published an E-book focused on clean eating and wellness, translating personal experience in fitness and nutrition into practice guidance for readers.
- Oversaw writing, editing, and design while marketing the book through digital platforms to expand reach and engagement.

Skills & Interests

Technical: Sales Process Execution, Customer Service, Lead Follow-Up, Outreach & Prospecting, CRM Exposure, POS Systems, Inventory & Merchandising Support, Studio Tours, Communication & Rapport Building, Microsoft Office, Canva, Shopify, Etsy, MyEmma

Language: Fluent in English; Proficient in French

Certifications: NASM Certified Personal Trainer (In Progress)

Interests: Sales, Fitness, Community Outreach, Entrepreneurship, Finance, Consumer Behavior, M&A