**Summary**

Creative strategist with a proven track record of exceeding targets and enhancing team performance. Adept at communicating effectively within a team or organization. Dedicated to fostering a fair and inclusive environment, committed to a life of personal growth, leadership, faith, and service.

**Education**

**Niagara University**

* **Master of Business Administration**  
  Dual Concentrations: International Management | Finance, 2012 – 2013  
  GPA: 3.39  
  Bachelor of Science in Business Administration  
  Concentration: Management, 2008 – 2012

Honors: Presidential Scholarship, Dean's List 2008-2011, MAAC All Academic Team 2008-2010

**Professional Experience**

**Buena Vista Mind & Body, San Francisco, CA**  
**CEO/Founder**  
February 2019 - Present

* Coach over 200 clients both in person and virtually - locally and internationally
* Design 20-30 individual and 5-10 group classes per week
* Promote business through self-edited videos, pictures, and blogs on social media
* Created and maintain the company website
* Partnered with SF Recreations and Parks for the "clean up initiative”

**Rippling, San Francisco, CA**  
**SMB Account Executive**  
June 2019 – November 2019

* Certified life and health broker in 34 states
* Achieved 103.2% of sales quota
* Developed SMB onboarding guidelines to enhance team training
* Maintained 100% client retention rate

**Sauce Labs, San Francisco, CA**  
**Business Development Representative**  
January 2019 – June 2019

* Coordinated weekly meetings with a decentralized account executive team
* Consulted with developers and software engineers on testing environments
* Attained 135% of monthly targets
* Created bi-weekly email campaigns targeting new and existing clients

**Zenefits, San Francisco, CA**,

* + **Account Executive**July 2018 – January 2019

Promoted within 3 months for excellent client management

Achieved 105% of sales quota in the first month

Developed a new ramping program for Account Executives

Ensured 82% of clients returned for additional services

* **Sales Development Representative**  
  February 2018 – June 2018

Exceeded sales quota by 115% for three consecutive months

Collaborated with team lead and marketing to develop effective sales content

Averaged 196% of expected daily call volume

**Equinox, San Francisco, CA**  
**Personal Trainer**  
February 2017 – December 2017

* Achieved 100% client retention or referral
* Reached full-time status in half the expected time
* Programmed six weeks in advance for 12-16 clients
* Influenced behavioral changes towards healthier living

**Super Soccer Stars, San Francisco, CA**  
**Soccer Coach**  
January 2016 – November 2016

* Attracted one new venue and 20 new members monthly
* Created 10-20 lesson plans for children aged 12 months to 12 years
* Directed daily lesson plans for class sizes of 8-15 children

**Bank of America, San Francisco, CA**  
**Account Manager**  
June 2014 - December 2015

* Achieved 151% of sales quota in Q1 FY’15
* Analyzed market trends and coordinated client strategies
* Maintained a perfect customer satisfaction score
* Recognized by the Northwest regional manager for sales efforts
* Conducted weekly or biweekly client check-ins

**Performance Sports Training, Amherst, NY**  
**Financial Forecaster/Athletic Trainer**  
2010 – May 2014

* Developed workout plans for 15-25 individuals weekly
* Improved client retention by over 50% YOY through customer satisfaction surveys
* Increased company equity by 48% YOY by selling unused assets
* Boosted merchandise sales by 24% YOY through effective marketing

**Certifications**

* ACE Personal Trainer, April 2017 – Current
* Red Cross CPR/AED Certified, November 2012 – Current
* ACE Health Coach, November 2019 – Current
* ACE Senior Fitness August 2021 - Current
* ACE Fitness Nutrition Specialist

**Extracurricular & Volunteer Experience**

* **Niagara University, Division 1 Men’s Soccer**  
  Team Captain (2010, 2011 seasons)
* **Volunteer Experience**

National AIDS Memorial: Clean-up landscaping in GG Park (Semi-Annually)

San Francisco Zoo: Summer volunteer

TOPS Soccer: Coach for disabled youth

**Skills**

* High school/Collegiate athletics knowledge and experience
* Strong organizational skills
* Excellent oral and written communication skills
* Ability to work collaboratively in a dynamic professional community
* Commitment to diversity, equity, inclusion, and belonging