

Summary:

I am a highly adaptable professional with a diverse background and a keen ability to tackle challenges and seize opportunities. With a track record ranging from becoming the youngest store manager in Caribou Coffee's history to establishing expertise in the \$106 billion yoga and wellness industry, I thrive on continual learning, expanding my skill set, and leveraging new opportunities. My experience spans B2C and B2B sales, personal business ownership, marketing, and product development, providing a unique perspective as both a subject matter expert and an entrepreneur. My specialty lies in identifying individual needs, crafting tailored solutions, and creating a strong foundation for future growth.

Experience:

Sales Consultant

Regupol Zebra Athletics | July 2020 - Present

- Prospect and engage potential customers, presenting and selling company products and services.
- Achieve and exceed sales targets, while maintaining ongoing customer communication.
- Develop facility designs to help clients visualize their projects.
- Cultivate and sustain key industry relationships and partnerships.

Yoga + Fitness Sales & Development Consultant

Regupol Zebra Athletics | January 2019 - January 2020

- Fostered B2B and B2C sales relationships, offering insights into fitness and yoga studio planning.
- Contributed to the development of new fitness and yoga products and programming.

Director of Marketing & Yoga Sales

Regupol Zebra Athletics | June 2017 - December 2018

- Devised comprehensive marketing and brand strategies for Zebra Athletics, including campaigns, events, digital and traditional marketing, trade shows, and PR.
- Managed sponsorships, affiliates, and influencer relationships, elevating brand awareness and driving sales opportunities.
- Led marketing and brand strategy for Zebra Yoga, exceeding sales goals (2017 Q1 Sales: +53% YOY 2016, +95% YOY 2015).
- Innovated new products and services, conducting market research and ensuring successful product launches.

Yoga Sales, Marketing, & Product Development

Regupol Zebra Athletics | November 2016 - June 2017

- Drove marketing and brand strategies for Zebra Yoga products and services, contributing to significant sales growth.
- Represented Zebra Yoga at conferences and trade shows, bolstering brand awareness and preference.

- Spearheaded the development of new products by identifying opportunities and overseeing the production process.

Demand Generation Marketing Intern

Digital River | March 2020 - June 2020

- Assisted in building campaigns and collaborated with cross-functional teams to target key account prospects.
- Utilized data enrichment tools and supported event planning and execution.
- Created support documentation and managed content and campaign activities.

Co-Founder & Principal

Syndicate.Yoga, LLC | September 2017 - March 2020

- Managed all aspects of the business, from marketing to programming.

Marketing Project Manager

Lifetime Fitness | January 2015 - January 2016

- Provided marketing support to 110 business units and developed a successful marketing strategy for yoga teacher training.
- Oversaw brand management for LifePower Yoga's social media channels, website, and SEO efforts.
- Achieved revenue performance exceeding budget expectations.

Regional Support Manager

Lifetime Fitness | January 2013 - January 2015

- Pioneered regional management to enhance program consistency, visibility, and revenue across 25 business units.
- Conducted regional trainings, coached business leaders, and optimized program profitability.
- Developed an annual schedule for fee-based programming.

Operations Project Manager

Lifetime Fitness | March 2010 - January 2013

- Contributed to the creation and national release of the LifePower Yoga brand and programming.
- Co-created the popular Warrior Sculpt yoga fusion format, bridging group fitness and yoga.

Content Marketing / Social Media Consultant

NBEZ Consulting | January 2008 - August 2017

- Leveraged online analytical tools and best practices to enhance client brand visibility and performance.
- Positioned clients for success in directing social media followers toward product sales, events, and endorsements.
- Developed social media marketing plans and presented them at national fitness and wellness conferences.

Certifications:

| | |
|---|--|
| University of Minnesota - UX/UI Design Boot Camp | Management and Strategy Institute - Project Management Essentials Certified (PMEC) [™] |
| MOZ Academy - SEO Fundamentals - Keyword Research | |

Skills:

| | |
|----------|-------------------|
| Figma | Miro |
| InVison | Slack |
| MS Teams | G-Suite |
| MS Suite | Brand Development |