



# Celeste Laguna

## PROFESIONAL CONTEMPORARY DANCER

With 10 years of experience in customer service, public relations, and sales, expert in social management. I have extensive experience in teamworking and collaboration. My goal is to develop personally and professionally by facing new challenges in a company similar to my ideology. I am a person who adapts to change and always seeks to learn new things that allow me to expand my knowledge.

Highly creative artist with a solid academic background and experience in various forms of artistic expression. I seek to contribute my creativity and artistic skills in a dynamic and balanced environment.

## ACADEMIC TRAINING

- Graduate in Contemporary Dance. UMSNH
- Certification as a Real Estate Marketing Advisor
- Certification as Bungee Fitness instructor

## OTHER KNOWLEDGE

- 360° Workshop on Management and Customer Orientation (Front Desk, call center, restaurant)
- Course Development and communication skills and action plans in B2C.
- Diploma in developing skills for the organization of social, artistic, cultural and sporting events. UNLA
- Diploma Cuban Dance
- Diploma in Belly Dance
- Workshop on Scene Study (On-Going)
- Workshop On-camera Audition
- Workshop on Booked the Job
- Workshop on Build Your Business Level 1: Development and Branding

## LANGUAGES

Spanish Native English Advanced Oral Level:  
Bilingual | Writing: Advanced.  
Early Italian

## WORK EXPERIENCE

### Real estate agent

COLDWELL BANKER 2018 - Actual

Advise clients and present proposals that fit their needs and requirements. Manage transactions, guaranteeing satisfaction and achieving sales objectives.

- Prospecting for potential clients
- Generation and development of client portfolio
- Opening of new sales channels
- Sale, closing and paperwork
- Presentation of monthly results before the board of directors and management.




### B2C, B2B Sales Executive - Coord. Events and Banquets - Fiesta Inn Reception

POSADAS GROUP, 2015-2018

I developed skills and competencies focused on customer service and attention, logistics and event coordination, sales strategies for better budget optimization, execution of action plans to generate new business.

- Registration and control of visitor entries/exits, switchboard, cashier, reservations, billing, etc.
- Coordination, planning and development of corporate, individual and group events: quotation, operation, closing and supervision of assigned operational work teams.
- Prepare sales reports and monitor established goals.
- Detection of specific client needs allowing more effective negotiations and solid business relationships.
- Consolidation and permanence of the TOP account, representing 25% of the property's total income.
- Analysis of business opportunities.
- Personalized management of potential clients and portfolio.
- Verification of procedures, protocols and standards.

## CONTACT

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## ADDITIONAL ABILITIES

### Hard Skills

- Production management
- Photography
- Choreography
- Acting direction
- Teamwork
- Project Coordination
- Organization of interdisciplinary and social events
- Photography and video editing
- Pole dancing fitness.
- Boxing
- African Dance
- Yoga Training

### Soft Skills

- Creativity
- Empathy
- Commitment
- Dedication
- Responsibility
- Dynamism
- Vision
- Fellowship
- Adaptability
- Communication

## ABOUT MYSELF

If given the opportunity, I would save all vulnerable dogs and establish an exceptional shelter for them to be liberated, safe, and unafraid.

## Additional Work Experience

SH PRODUCTIONS/DIRECTION AND LOGISTICS  
MORELIA MEX THEATER COMPANY, 2010 – 2015

The creation of theatrical content primarily targets vulnerable communities and poverty. Initiating new projects and establishing partnerships with cultural departments and external sponsors. Managing pre-production, production, and post-production of stage performances.

- Explore new fresh presentation scenarios.
- Establishing partnerships with potential sponsors.
- Organization and logistics of stage sets
- Responsible for photography, videography, and editing.
- Control and schedule theatrical campaign calendars, travel logistics, accommodation, and tour itineraries.

SAN NICOLAS DE HIDALGO UNIVERSITY FACULTY OF ARTS/ CONTEMPORARY DANCE/TEACHER, 2009-2010  
Corporal Expression class given to first year students where they could find new expressions through their movement experimentation. Discovering their own motor of movement, their motor of dancing.

Two classes per Week

Prepare teaching materials for the course every six months

## Exhibitions/Contributions, etc.

- Solo Exhibition: "The Objective of Individuals with Huaraches" Dance Presentation in Morelia, Mexico
- The victorious project of the Young Creators Cultural call for the production of new performances was an artistic creation funded by the Michoacan Ministry of Culture. It was showcased at multiple festivals and had a run at the city zoo for children.
- Emptiness: A dance production staged in theaters in Morelia, Michoacán, and at events such as Theater World Day and Dance Day. The piece explores the theme of child abandonment.
- Theater: Frida / Character: Frida / Director: José Luis Pineda
- Theater Carmelita, the girl of the tuft / Carmelita / By Jose Luis Pineda Servin
- Movie "Ten Unaccomplished Tasks" / Law Enforcement / Directed by Bonnie Cartas
- Serie: Mother Cake / Entrepreneur / Disney Mexico
- Our Connection / Heavenly / Derya
- Commercial: Fonacot / Average Personality / By Gerardo Tort
- Commercial: Carta Blanca / Average Personality / Whiskey Production
- Commercial: Gamesa / Protagonist / Crimson

*Striving for excellence leads to personal fulfillment, with perseverance being the essential element for achieving success.  
I endeavor to present the world with my utmost abilities and deliver top-notch care and service.*