José Carlos Benítez Moreno

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Location: Mazatlán, Sinaloa, Mexico

Desired Position:

Nutrition and fitness cosch |Sales | Customer Service | Logistics | General Services

**Professional Profile**

Dynamic and results-driven professional with solid experience in sales, customer service, operational logistics, and maintenance. Skilled in handling premium products, providing personalized consulting, and performing technical/manual tasks.

Known for a proactive attitude, adaptability, conflict resolution abilities, and excellent customer service skills.

English proficiency: 70%

**Professional Experience**

Nutrition and Fitness Coach – Freelance

2023 – 2025

* Deep knowledge of diverse dietary approaches
* Specialized in managing clients with insulin resistance, prediabetes.
* Extensive experience designing personalized training routines for all ages and conditions
* Successfully coached over 60 clients of various age groups

Marketing Supervisor – Oppo

2022 – 2023

* Coordinated local marketing and promotional strategies
* Managed field staff and ensured monthly target achievement
* Represented the brand at events, product launches, and activations

Furniture Sanitization Technician – Hotel Riu (Fresh Clean)

Aug 2020 – Dec 2020

* Professional disinfection of rooms and furniture
* Strict compliance with health and sanitation protocols

Assistant Ironworker & Installer – HerreMaz

Feb 2019 – Aug 2020

* Installation of electric gates, doors, window guards, and frames
* Provided technical support in basic metalwork

Sales Promoter – Biocotton (Sam’s Club Marina Mazatlán)

Sep 2018 – Feb 2019

* Promoted 100% cotton, hypoallergenic mattresses
* Achieved sales targets and advised customers

Wine & Liquor Brand Promoter – El Palacio de Hierro

Apr 2018 – Sep 2018

* Represented and promoted premium beverage brands
* Provided service and consultation for high-end clientele

Premium Chocolate Brand Promoter – Lindt (Deluca Marketing)

Sep 2017 – Apr 2018

* Swiss chocolate brand activation in specialized stores
* Sampling events, promotions, and brand positioning

Sales Advisor – Massimo Dutti (Inditex Group)

Feb 2017 – Aug 2017

* Customer service, cashier, visual merchandising, and store display
* Surpassed sales goals in a top-tier location (Plaza Antara, Mexico City)
* Declined promotion due to relocation

Junior Stock Clerk & Visual Merchandiser – Studio F (Sinaloa)

Mar 2014 – Nov 2016

* Inventory control, logistics support, product rotation, and visual support
* Recognized for improving processes and optimizing store space

**Education**

* Bachelor’s Degree in Sports Nutrition — Universidad Autónoma de Durango
* High School Diploma — Preparatoria Antonio Rosales, Mazatlán
* Technical Secondary School — General Genaro Estrada, Universidad Autónoma de Sinaloa

**Skills & Competencies**

* Customer service excellence
* In-person sales techniques
* Conflict resolution
* Effective communication
* Leadership & teamwork
* Basic technical installation & support
* Logistics organization
* High-pressure performance

**Additional Qualities & Interests**

* Entrepreneurial and proactive
* Charismatic negotiator
* Highly adaptable
* Results-oriented and focused on continuous improvement
* Immediate availability
* Committed to lifelong learning