



FRANCO SANTILLAN

COMMUNICATION

PROFILE

Communication is my lifelong goal. Therefore, I seek daily improvement to become a better communicator in order to provide great service and value wherever I go.

As a Journalist writing articles or as Radio Host sharing information, in a Hotel providing excellent service along my coworkers, or even as a Gym Instructor helping people achieve their health goals, my constant enrichment upon this craft has made it all possible.

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Mar del Plata, Argentina

EDUCATION

March 2020

HILET INSTITUTE

- Oratory course

September 2020

UDEMY PLATFORM

- Coaching course

June 2019

CEAF INSTITUTE

- Functional training

December 2016

CEAF INSTITUTE

- Physical Preparation Specialist
- Personal Trainer

SKILLS

- Public speaking
- Written communication
- Active listening
- Multitasking

LANGUAGES

- Spanish (Native)
- English (Fluent)

WORK EXPERIENCE

0223 &Extra | Journalist & Radio Host | Nov 2023 - Present

It all started as an internship but ended up staying. Living in the "I need it now", particularly in the journalism and online world, I was taught of the importance of working at a fast pace, while never losing sight on excellence as the end result. As well as on clarity: **"One word can change the whole meaning"**.

Regarding the work itself: searching, editing, proof reading and obviously writing are the day to day basics. Although, there are times when one must pick up a phone and call an expert to learn something in particular, speak with a victim or even a politician who is down in the trenches debating the city's future. In addition, my co-worker and I go on air at 18pm to provide a quick one hour review of the most important news of the day on YouTube.

Marketing Registrado Pinamar | Radio Host | Jan and Feb 2020/2022/2023

On the summer of 2023, I was offered to be the Radio Host on the afternoon segment (3pm - 8pm). A challenge and an opportunity that I could not pass. After working for many years as a Trainer, I applied many of the skills learned through fitness. Therefore, whether I was sharing the latest news, giving out information of the company's daily activities -as well as publicity-, or speaking about health on my last hour of the show, I was focused on speaking with simplicity and enthusiasm.

Nevertheless, my first experience with the business was in February of 2020 -a few months prior to world lock down-, when I was called to lead the daily morning activities: running and functional training. Little did I know that I was going to be completely in charge of more than fifty people. Either way, it was an incredible experience that was definitely repeated on the summer of 2021, only this time, it was during January and February, alongside two co-workers.

Hotel Belían | Concierge | Dec 2021 - Oct 2022

On this particular 2-Star Hotel, each eight hour shift was handled by one concierge. Which meant I was fully in charge of the reception: answering phone calls, replying emails, dealing with check-ins and check-outs, as well as keeping the lobby in complete order. During the year, it was pretty much standard: people entering and leaving. But it was on the two busiest times of the year (summer and winter vacation) that the whole dynamic was intensified: buses pulling in with hundreds of passengers who stayed for one week, only to be replaced by another group later on.

In any case, being focused was key. One moment you are making casual conversation with a passenger, then another one wants to pay and check-out, while a third asks for the keys to the room. And after dealing with the requests, one must return to the first guest and resume the chat as if nothing had happened. Through these experiences -as well as others- multitasking was the greatest skill applied.

Hotel Costa Galana | Spa Assistant | Dec 2017 - Jul 2019

To work in a 5-Star Hotel was a privilege and a wonderful opportunity to learn the essence of near perfection. In collaboration with my coworkers, our duties were to keep the spa in complete order: the facilities organised and clean, dealing with people's request's, as well as training clients at the gym.

This journey was a wonderful one, since I had the possibility of not only improving upon my desired craft (communication) but also having the chance to connect with people from all over the world. In addition, I was able to apply my english skills after acquiring them from leaving abroad: a year in the **Bahamas** and four years in **Qatar**.

Multiple Facilities | Health Instructor | Jan 2017 -Dec 2023

Whether their goals were sport-specific, general fitness or dealing with a specific issue (gaining mobility, reducing fat percentage, strengthening a particular body part or other), I had the **opportunity of training kids, teenagers, adults and the elderly**.

Lastly, it is important to highlight specificity. As in, every person has its own personality, goals, physical capabilities, etc. Hence, everybody is different. One strategy might work for some, but not for others. Thus, it is important to remind ourselves of this so as to come up with the **proper strategy to achieve the desired outcome**. Not just at the gym, but in every other company as well.