

SANTIAGO PABÓN VELASQUEZ

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Professional Profile

Professional with extensive experience in managing accounts across various platforms. Specialized in providing high-quality customer service, fostering strong relationships, and enhancing customer satisfaction. Skilled in creating engaging experiences and selling services, with a strong results-oriented approach and the ability to adapt to dynamic environments.

Work Experience

SMARTFIT – Medellín, Antioquia

Fitness Trainer/Customer Service

April 2019 – Present

- Provided personalized assistance to each client, identifying their needs and designing specific training programs that resulted in high levels of satisfaction and client retention.
- Developed effective strategies to increase client retention and maximize upselling opportunities, leading to a 20% increase in additional service sales.
- Managed communications with clients, ensuring a constant flow of information and support, contributing to a premium customer experience.
- **Skills Developed:** Personalized Assistance, Service Sales, Client Management, Effective Communication.

ACTION FITNESS – Medellín, Antioquia

Fitness Trainer

January 2017 – April 2019

- Designed and executed group and individualized training programs that promoted high engagement and positive results, strengthening client trust.
- Implemented consultative sales techniques to recommend additional services, achieving a significant increase in personalized plan sales.
- Maintained consistent and direct client relationships, offering continuous support and ensuring a personalized and effective training experience.
- **Skills Developed:** Consultative Sales, Personalized Programs, Customer Service, Relationship Management.

VIR FIT – Medellín, Antioquia

Fitness Trainer

February 2016 – December 2016

- Delivered exceptional customer service by tailoring training plans to meet the individual needs and expectations of each client.
- Conducted periodic follow-ups to adjust programs based on client progress, ensuring satisfaction and achievement of goals.
- Promoted additional service sales using cross-selling techniques, resulting in a 15% increase in the hiring of complementary training services.
- **Skills Developed:** Customer Service, Cross-Selling, Adaptability, Follow-Up and Evaluation.

HAPPY CITY – Medellín, Antioquia

Machine Operator

April 2016 – April 2016

- Assisted customers with transactions and inquiries, ensuring a friendly and efficient service that enhanced the overall user experience.
- Applied customer service techniques to resolve issues quickly, maintaining customer satisfaction and fostering loyalty.
- Performed routine equipment maintenance, ensuring a safe and clean environment for all users.
- **Skills Developed:** Customer Service, Problem Resolution, Maintenance and Safety.

AFRICA – Medellín, Antioquia

Machine Operator

July 2014 – October 2014

- Provided exceptional service to users by assisting with transactions and ensuring safe and enjoyable experiences on the attractions.
- Supervised and operated safety devices to minimize risks, ensuring a safe and reliable environment for all users.
- Conducted maintenance and problem-solving tasks, ensuring continuous and safe operation of equipment.
- **Skills Developed:** Customer Attention, Safety Supervision, Equipment Maintenance.

Skills

- **Account Management:** Experienced in managing multiple accounts, ensuring confidentiality and consistency in client interactions.
 - **Communication:** Excellent verbal and written communication skills, ensuring clear and effective interactions with clients.
 - **Organization:** Highly organized, with the ability to manage time effectively, ensuring all tasks are completed efficiently.
 - **Creativity:** Ability to think creatively in problem-solving and client interaction.
 - **Discretion:** Maintains a high level of discretion and professionalism in all tasks, especially in sensitive environments.
 - **Sales and Negotiation:** Proficient in identifying and seizing growth opportunities, with a focus on strategic and creative deal-making to achieve optimal outcomes.
 - **Community Interaction:** Skilled in engaging with online communities, fostering positive relationships, and responding to inquiries in a professional and friendly manner.
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Relevant Experience

- **Discretion and Confidentiality:** Extensive experience handling sensitive information with absolute discretion, ensuring client confidentiality and trust.
 - **Open-Mindedness:** Comfortable and open-minded about working in diverse environments, including those involving adult content.
 - **Account Management on Platforms:** Proven track record of managing multiple client accounts, maintaining brand integrity, and ensuring timely communication and post-scheduling.
 - **Sales Proficiency:** Expertise in proactive negotiation and creative sales strategies to maximize client engagement and revenue.
 - **Community Engagement:** Skilled in interacting with online communities, responding professionally to comments and messages, and fostering positive relationships.
 - **Adaptability and Growth:** Strong motivation to learn, adapt, and take on new challenges, ensuring continuous personal and professional development.
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Education

SENA – Medellín, Antioquia
Technology in Sports Training
2016 – 2018

Institución Educativa Gilberto Alzate Avendaño – Medellín, Antioquia
High School Diploma
2004 – 2010

Certifications

- Certified Group Fitness Instructor
 - Certified Pilates Instructor
 - Certified Indoor Cycling Instructor
 - Certified Rumba Instructor
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Languages

- **Spanish:** Native
 - **English:** B2 Level – Proficient in both written and spoken communication.
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References

Available upon request.

