

Juan Castaneda Barraza

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Group Fitness Coach and Personal Trainer

Profile

Motivated fitness professional with a strong passion for health, wellness, and helping individuals achieve their fitness goals. Successfully transitioned careers from Marketing and Sales to pursue a fulfilling path in the fitness industry during the pandemic. Proven track record of three years as a dedicated group coach and personal trainer. I bring over 10 years of experience as a boxer and have been a certified Personal Trainer for the past 4 years. Additionally, I am currently available and open to joining a cruise ship at any time, bringing my expertise and enthusiasm to new environments.

Professional Skills

- A high energy professional with outstanding interpersonal and communication skills, and the ability to build positive relationships with diverse stakeholders
 - Extensive knowledge of and successful experience in sales, digital marketing, social media marketing, branding, promotions, account management and event management.
 - Proven ability to lead and manage groups and individuals
 - Use of creative ideas and strategies to solve problems and achieve objectives.
 - Flexible and quick thinking with excellent decision making and problem-solving skills
 - Advanced English and effective communication skills and including the ability to communicate to people at all levels.
 - Able to work under pressure, prioritize and maintain a very strong commitment to high quality assurance
 - Able to work independently, as part of a team, and also as a team leader
 - Self-disciplined with a strong work ethic
 - Proficient in computer systems and software applications; Word, Office, Excel, PowerPoint, Outlook
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Key Experience in the Fitness Industry

Tribute Boxing: Head Boxing Coach (Present)

UBX South Yarra: Head Coach and Assistant Manager (Melbourne, Australia)

Sales Representative: Fitness First Richmond (Melbourne, Australia)

Qualifications

Certificate III & IV in Fitness	Australian Learning Group	2021
Masters of Marketing	Swinburne University of Technology	2018
Masters of Science in Leadership	Northeastern University (Boston, USA)	2018
Bachelor of Marketing	Universidad Anahuac (Merida, MEX)	2010

Career Summary

Head Coach

Body Fit Training Southbank (July 2023- December 2023)

Responsibilities include:

- Successfully led and managed dynamic group strength classes at BFT, demonstrating advanced knowledge of fitness principles and fostering a motivating environment for clients.
- Adapted exercises to accommodate clients' individual fitness levels and goals, ensuring a personalized and effective workout experience for each participant.
- Excelled in phone sales by effectively communicating the value of BFT's fitness programs, converting inquiries into memberships, and consistently meeting or exceeding sales targets..
- Utilized strong interpersonal and sales skills to drive on-site sales at the gym, engaging with potential clients, providing detailed information about services, and closing deals to contribute to overall revenue growth.
- Developed and maintained positive relationships with clients through excellent customer service, clear communication, and ongoing support, resulting in high client satisfaction and retention rates.

Head Coach

Tribute Boxing (February 2023- August 2023)

Responsibilities include:

- Designing and implementing comprehensive boxing training programs tailored to individual skill levels and fitness goals.
- Building strong relationships with clients by providing exceptional coaching, support, and guidance throughout their fitness journeys
- Conducting one-on-one and group boxing sessions to enhance participants' technique, strength, and overall performance.
- Energizing and inspiring participants through effective communication, music, and targeted coaching to create a positive and empowering group exercise environment.
- Modifying exercises and providing alternatives to accommodate various fitness levels and ensure a safe and inclusive experience for all participants.

Head Coach and Assistant Manager

UBX South Yarra (May 2021 – July 2023)

Responsibilities include:

- Led and facilitated engaging and challenging group fitness classes, providing participants with a motivating and supportive environment to achieve their fitness goals.
- Demonstrated expertise in designing and implementing dynamic and effective workout programs, tailored to the needs and abilities of diverse clientele.
- Provided individualized attention and guidance to participants, ensuring proper form, technique, and safety during exercises.
- Created a positive and inclusive atmosphere, fostering a sense of community and teamwork among participants.
- Collaborated with the management team in strategic decision-making, including budgeting, marketing strategies, and business development initiatives, contributing to the growth and success of UBX South Yarra.
- Executed proactive sales strategies to drive membership growth and meet or exceed monthly sales targets.

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Sales Representative**Fitness First Richmond
(November 2020 – May 2021)**

Responsibilities include:

- Implemented effective sales strategies to drive membership growth, consistently exceeding monthly sales targets.
- Conducted sales consultations and needs assessments with potential members, presenting the benefits of Fitness First Richmond and tailoring membership options to their specific fitness goals and preferences.
- Built strong relationships with potential and existing members through exceptional customer service, addressing inquiries, and providing personalized attention.
- Utilized persuasive communication skills to deliver compelling sales presentations, highlighting the unique features and advantages of Fitness First Richmond.
- Collaborated with the marketing team to develop targeted promotional campaigns, resulting in increased lead generation and conversion rate

Marketing Officer**TMG College
(September 2019 – March 2020)**

Responsibilities include:

- Manage, develop and maintain relationships with key accounts of Latin-American study agencies in domestically and overseas.
- Develop marketing strategies for agencies to meet the institution's targets.
- Provide training to key partners of courses provided by TMG College Australia.
- Built and maintained strong relationships with Key Partners ensuring their continued satisfaction and addressing any concerns or inquiries promptly and effectively.

**Retail Sales
Representative****SunglassHut
(December 2018- August 2019)**

Responsibilities include:

- Demonstrating a good knowledge of the product and assist customers in choosing frames that fit their lifestyle and their needs
- Offering the best in-store experience by establishing a connection with customers
- Ensuring the achievement of sales targets.
- Arrangement of the product in the store, following marketing guidelines.

Student Advisor**Study First Australia
(June 2018 – December 2018)**

Responsibilities include:

- Networking and establishing potential sales leads
- Providing advice to students and prospective students relevant information depending on their requirements including off and on-shore students
- Developing social media strategies.
- Keeping on top of ever changing visa requirements and the most current course information from education institutes
- Providing excellent customer service in order to generate referrals
- Mentoring and support for students who just arrived in Melbourne

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- Database management

Other work experience in Australia

- Business Victoria: Customer Solution Specialist WFH (2020)
- Squires Loft Camberwell: Waiter and Bartender (2018)
- Spanish Doughnuts El Churro Café: Barista (2018)
- El Sabor by El Cielo: Bartender (2017)
- Shop Assistant: El Cielo (2017)

Other Experience in Mexico:

- Coldwell Banker Chichen Realty: Real Estate Agent (2013-2017)
- AVIS: Online Marketing Specialist: (2012-2013)
- Creativos Practicos Guadalajara: General Manager (2011-2012)

Referees

- Upon request