



**MELISSA J FERNANDEZ 909. 560. 9964**

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### **OBJECTIVE**

Results-driven individual eager to contribute broad scope of experience in Sales, Marketing, Health and Wellness coaching, Nutrition and Fitness coaching, Beauty Promotion, Customer Service and Analytical skill sets in a challenging Retail Management and Sales assignments.

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### **CAREER PROFILE**

- Long-term experience in sales, marketing, promotions and management.
  - Degree in Marketing. Strong entrepreneurial drive.
  - Expertise in health/wellness and beauty products as well as fashion/design.
  - Drive achievement of ambitious revenue objectives in highly competitive market places.
  - Establish and facilitate high-dollar-client relationships including account management.
  - Adept at presentations to key decision makers.
  - Skilled in inventory control and procurement.
  - Record of progression to assignments of increasing responsibility.
  - Consistently meet and exceed challenging business development objectives.
  - Proven accomplishments in building market share and recognition.
  - Notable facilitator and communicator.
  - Well-organized multitasker with strong detail orientation.
  - Strong customer service skills
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### **PROFESSIONAL EXPERIENCE**

Exemplar Trading Corporation, Alta Loma, California

2001 - Present

#### **Vice President**

- Recruited to perform wide array of operational duties.
  - Perform problem solving, analysis, shipping, accounting, marketing, invoicing and money transfers.
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### **EDUCATION**

Sam Houston State University, College station Texas

University of Houston, Houston Texas

Austin Community College, Austin Texas

**Degree in Marketing, 1990**

Associate in Math

Additional Studies in Nutrition, Child Psychology, Economics and Business Law.

Studies in The Arts include Theatre Speech, Dance, and Design.

Certified Holistic Lifestyle Coach 2014

Certified Yoga Teacher 2014

Certified Life Coach 2014

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## OTHER EXPERIENCE

Mitzie Robinson Collections, Houston, TX <b>Owner, Designed collections,</b> Planned, launched and managed this fashion venture.	1993 - 1997
Mitzie Enterprises, Austin, TX <b>Owner,</b> Developed and ran this homecare business. Houston, TX/New York, NY	1987 - 1990
Bloomingdales Department store, Window Display Designer	1985-1987
<b>Professional Print and Runway</b> Houston Texas and New York, New York	1983 - 1993

# MELISSA J FERNANDEZ

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## Community

Houston Texas, California and Philippine Island Independent Dog, Cat and Bird Rescue for 30+ years, Experience in Healing, Placement and Trained Dog Behaviorist, all personally funded.

Christian based mission work with The American Women's Club in Manila Philippines. Helping Philippine women enter the work force after being rescued from illegal human trafficking. Visiting & caring for Children in Philippine Orphanages From 1991-1997.

Volunteer at fundraisers For Veterans in Houston Texas.

## Personal

The Great Outdoors/Wildlife, Walking, Hiking, Camping, Fishing, Scuba, Snow Skiing, Track and Field, Softball, Volleyball, Watching Games, Karate, Fitness, Cycling, Chess, Cooking/Wellness, Photography/stylist, Antiques, Decorating/Design, Dancing and Theatre.

I am currently seeking a challenging career opportunity in the Health and Wellness sectors and am submitting my resume for your review. In advance, I thank you for your time and consideration.

As demonstrated in the accompanying resume, my professional qualifications include a degree in Marketing, Advanced education and certification in Health and Wellness, the launch and management of three entrepreneurial companies, and extensive experience in sales, budgeting/accounting and operations, as well as in-depth international travel and export/import experience. To complement this background, I possess staff management, analytical and problem-solving capabilities.

Additionally, I possess a strong interest in physical fitness, health and wellness and continually strive to reach personal performance goals. As an employee, you will find me to be an enthusiastic and disciplined team player, committed to supporting you in achieving your objectives through superior performance.

I am confident that I could be a valuable asset to your firm, and look forward to interviewing with you in the near future to further discuss my areas of experience and expertise that would be a contribution to your organization.

Sincerely,

Melissa J Fernandez