

## education + qualifications

Athabasca University Health Administration - 2015

Canadian School of Natural Nutrition - RHN, Registered Holistic Nutritionist, 2009

York University - Kinesiology, 2004

Canfitpro - PTS, Personal Training Specialist, 2002

Canfitpro- Nutrition and Wellness Specialist, 2005

AAHFRP - MES, Medical Exercise Specialist with clinical observation hours, 2010

Post Rehabilitation Exercise - Terry Kane, 2004

Emergency First Aid CPR Level C + AED, 2014

## volunteer work

JLT - junior ladies league 2005 to 2011 - Develop nutritional program for underprivileged youth Coordinated and helped facilitate charity fundraisers

CAHN-Pro Conference - October, 2011, Toronto, Ontario Inflammation "The silent Killer"

Canfitpro conference - August 2003 - Present, Toronto, Ontario. Yearly CEC and workshop

## professional memberships

CAHN-Pro Professional member, 2011

Canfitpro Professional member, 2002

CSNN Alumni member, 2009

## interests

Participate and fundraise for the 75Km ride for heart + stroke yearly

Participate in the MS 150km bike ride yearly

Competing in triathlons for the past eight years

Reading everything + anything; keeping up on my many interests

I am passionate and dedicated to the people and things I believe in. I work hard against any obstacle, using creativity to move past stagnation, and work with enthusiasm to build and maintain long lasting relationships. I believe that these qualities are the key to success, not only in ones career, but in life. This mind set allows me not only to attain, but to surpass my goals, now and keep them blossoming in the future.

March 2015 - February 2016

## orgen nutraceutical

ACCOUNT MANAGER

- Managed the GTA territory of 20 plus accounts
- Growth of 20% within first four months
- Established, developed and maintained all key customer relationships
- Educational training for the staff on key selling features of our products weekly, monthly training initiatives
- Develop and implemented creative strategies for brand awareness and account retention
- Created and analyzed monthly reports to ensure we are on target with forecast
- Developed and executed promotional plans and merchandising strategies based on the companies overall targets and trade spending
- Customer service and account management achieved in the follow-up and follow-through
- All demo set-ups to build additional company and product awareness

February 2015 - Present

## vega

PRODUCT EDUCATOR

- Increase sales at Vega pop-up events
- Educate / create awareness about the diverse line of Vega products and it's company, while having fun
- Hand out demo products, approach, engage and funnel them through our system

January 2013 - January 2015

## eMbody fitness clubs

GENERAL MANAGER

- Managed, motivated, inspired, leading a great team of 40+ health and wellness professionals
- Created and implemented external/ internal promos to drive new sales and increase revenue from existing members
- Sales and marketing functions
- Developed and facilitated sales training courses for all staff
- Strategically planned, marketed and implemented sales techniques to exceed our company goals
- Revenue/budget projection, monthly, quarterly and yearly
- CRM implementation and training for sales staff
- Forming / maintaining great relationships/ rapport with eMbody fitness members and staff

February 2012 - January 2013

## totem life science inc.

SALES MANAGER/PERSONAL TRAINING DIRECTOR

- Managed team of 17+ trainers
- Exceeded monthly sales targets
- Implemented outside sales promotions to generate new leads
- Created initiatives to exceed monthly sales team budgets
- Implemented sales and industry lead training/development
- Track department performance with CRM software
- Led team development/mentorship, with knowledge / long term program periodization
- Created monthly objectives / incentives to keep staff engaged
- Facilitated monthly sales team meetings
- Encouraged team building and a productive/engaging work environment

June 2008 - January 2012

## toronto poly clinic

PROGRAM MANAGER/ SALES REPRESENTATIVE

- Developed and managed a pain management program
- Outside sales rep for PMP
- Building/ maintaining rapport with insurance companies, health care providers and law firms
- Managed daily call cycles within network
- Increased program sales with new accounts
- Wrote nutrition and exercise manuals
- Created and facilitated education seminars on nutrition, wellness and chronic pain management skills
- Designed post rehabilitation and injury management programs
- Liaison with the medical clinic patients, our clinic doctors and our referring network

Rianna is an exceptional talent and a fabulous person

Dr. Kelvin Rod, Toronto Poly Clinic

September 2006- June 2008

## the orthodic group

ACCOUNT REPRESENTATIVE

- Managed territory of 40 accounts
- Established cycle within assigned territory to health care professional
- Exceeded monthly sales targets
- Expanded my client lead base through networking
- Acquired new accounts and maintained existing ones with exceptional customer service/ follow-up
- Managed and reported on sales performance through CRM software
- Conducted product training within the industry
- Developed and executed creative promotional strategies for account growth

## references

### Kelsey Reidl

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### Dr. Kelvin Rod, M.D., F.C.F.P, C.C.F.P

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