

KARLA HERNANDEZ
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Professional Summary and Goals:

I began working as a professional master body worker several years ago, and have had the experience of working in the luxury hospitality, health, and wellness industry throughout multiple states as well as running my own private practice in Hawaii, instructing students in Utah, and mentoring other massage therapists to help them succeed on their career path. Since then I have had experience in event planning, management, public relations, and extensive experience in sales and customer service. Through every experience I have had and everything I have done, I have gained additional knowledge that is helping me step by step to become my best self. I am seeking a job in which I can use my skills, combined with my energy and drive, to be a part of a positive team environment where I can play a role in the organization's success and realize my own potential as well.

Work Experience:

Assistant to the CEO

Percival Ventures – San Juan, Puerto Rico

-Responsible for assisting with the management of calendar, the arrangement of meetings, help with travel and accommodation arrangements, setting up meals and keeping track of CEO's equipment and personal belongings.

Event Coordinator/Food and Beverage Manager

Monastery Art Sweet – San Juan, Puerto Rico

-Responsible for organizing and managing gatherings or events held by the company, responsible for hiring and training staff, forecasting, planning and controlling the ordering of food and beverages, keeping track of inventory and working with suppliers.

Licensed Massage Therapist and Retail Sales Associate

Montage (five-star resort) - Deer Valley, Utah

-Responsible for providing a calm, relaxing experience through various body work modalities at this exclusive destination ski resort and spa; promoted and sold merchandise to spa customers, including the placement of special orders. Collected payment using the store point of sale system.

Business Owner and Licensed Massage Therapist

North Shore Therapeutic Massage – Oahu, Hawaii

-In charge of marketing, book keeping, massage therapy services and inventory management.

Licensed Massage Therapist and Retail Sales Associate

The Spa at Alyeska (five-star resort) – Girdwood, Alaska

-Provided a calm relaxing experience through various body work modalities at this unique destination resort and spa; promoted and sold merchandise to spa customers, including the placement of special orders. Collected payment using the store point of sale system.

Licensed Massage Therapist

The Kura Door Japanese Holistic Spa – Salt Lake City, Utah

-Provided a calm relaxing experience through various body work modalities at this upscale boutique spa; promoted and sold merchandise to spa customers, including the placement of special orders. Collected payment using the store point of sale system.

Promotional Model

Telemundo - San Juan, Puerto Rico

-Responsible for serving as brand ambassador for the different upcoming programs and events they were offering by interacting and engaging with potential consumers and making a lasting positive impression of their brand.

Sales Promotion and Customer Service

Casiano Communications - San Juan, Puerto Rico

-Responsible for contacting potential clients, giving face-to-face presentations, selling advertising space, attending industry event, and ensuring all advertisements meet client specifications.

Talent Recruitment and Placement

D’Rose International Modeling Agency - San Juan, Puerto Rico

-Responsible for sourcing, attracting, interviewing, hiring artistic talent such as models, actors, singers, graphic designers, photographers, video producers, fashion designers, makeup and hair artist.

Assistant to the CEO

Meche’s WIC Baby Center - San Juan, Puerto Rico

-Responsible for assisting CEO and manager with organizing inventory, scheduling employees, assisting with day-to-day operations, answering phone calls and scheduling appointments, managing the calendar and assisting manager with staff recruitment and training.

Education:

- *University of Puerto Rico Rio Piedras
- *Escuela de Artes Plasticas de Puerto Rico
- *Steiner Institute of Aesthetics (Utah College of Massage Therapy)

Skills:

- *Event Planning
- *Branding
- *Public Relations
- *Team Building
- *Management
- *Retail and cosmetics
- *Research
- *Brand Development
- *Health and Wellness
- *Customer Service
- *Hospitality
- *Sales
- *Bilingual in English and Spanish