

Profile

Juan

First Name

C

Middle Initial

Garcia

Last Name

cbfitness795@gmail.com

Email Address

736 ISLAND WAY

Home Address

201

Suite or Apt

CLEARWATER BEACH

City

FL

State

33767

Postal Code

Mobile: (727) 906-1075

Primary Phone

Alternate Phone

Length of Residency - please select one. *

☒ 6+ years

Do you own or represent a business in Clearwater?

☒ Yes ☐ No

If yes, where is the business located? Do you conduct business with the City?

802 Court Street Clearwater Fl 33756

Which Boards would you like to apply for?

Parks and Recreation Board: Submitted

Clearwater Beach Fitness LLC

Employer

President

Job Title

Occupation - If retired, enter former occupation.

Owner

Have you served or do you serve on a board in Clearwater?

☐ Yes ☒ No

If yes, please list the name of the board.

Why do you wish to serve on this board/committee? If seeking reappointment, state why you should be reappointed.

I'm thrilled at the possibility of serving on this board/committee! I admire the work being done and feel that my passion for our mission aligns perfectly with the goals we aim to achieve. I look forward to working alongside such dedicated individuals and contributing to a welcoming and collaborative environment. Together, we can make a significant difference! Feel free to modify any of these responses to better fit your style!

What personal qualifications can you bring to this board or committee?

Throughout my career, I have held leadership positions that have honed my ability to guide teams toward common goals.

List Community Activities

Community Clean-Up Days: Organizing events to clean parks, streets, and public spaces. Farmers' Markets: Hosting local markets to support local farmers and artisans. Book Clubs: Starting book clubs to encourage reading and discussion among community members. Outdoor Movie Nights: Screening films in parks or community centers for families to enjoy together. Workshops and Classes: Offering skill-building workshops in areas like cooking, gardening, or crafting. Cultural Festivals: Celebrating local cultures through food, music, and dance. Volunteer Opportunities: Coordinating service projects with local non-profits and charities. Sports Leagues: Establishing community sports teams for adults and youth. Neighborhood Potlucks: Encouraging residents to bring dishes and share meals together. Art in the Park: Organizing local art exhibitions or performances in public spaces. Yoga or Fitness Classes: Providing free or low-cost fitness classes in parks or community centers. Community Gardens: Creating shared garden spaces for residents to grow vegetables and flowers. Pet Adoption Events: Partnering with local shelters to promote pet adoption. Mentoring Programs: Establishing programs that connect youth with mentors in various fields. Music and Talent Shows: Hosting events that showcase local talent and promote community involvement. Seasonal Festivals: Organizing events for holidays, such as Halloween, Thanksgiving, or summer fairs. Public Forums: Holding discussions on community issues to encourage civic engagement. Neighborhood Watch Programs: Establishing groups to promote safety and security in the area. Historical Walks or Tours: Offering guided tours of local historical sites or landmarks. Civic Engagement Days: Encouraging residents to participate in local government meetings or decision-making processes. These activities can help strengthen community bonds and enhance the overall quality of life.

[Juan_Garcia_Resume_2.pdf](#)

Upload a Resume

Question applies to multiple boards

Please attach a copy of one of the following documents: 1) valid current Florida Driver License issued to an address within city limits, or 2) Declaration of Domicile filed with the city clerk affirming residency within city limits.

Question applies to multiple boards

Are you related to any member of the City Council?

☐ Yes ☒ No

Question applies to multiple boards

If yes, please provide name and explain relation.

N/A

Question applies to multiple boards

Are you related to a city employee?

☐ Yes ☒ No

Question applies to multiple boards

If yes, please provide name and explain relation.

N/A

Demographics

Some boards and commissions require membership to be racially, politically or geographically proportionate to the general public. The following information helps track our recruitment and diversity efforts. (Optional)

Ethnicity

☒ Hispanic

Gender

☒ Male

09/17/1976

Date of Birth

The City of Clearwater strives to promote diversity and provide reasonable accommodations for individuals with disabilities. If you are requesting accommodation, please indicate below:

By clicking on "I Agree," below, I affirm that the information above is true and correct, and that I understand and agree to the responsibilities and commitment of time associated with an appointment to a Clearwater advisory board or committee.

☒ I Agree

All material submitted to the City of Clearwater is subject to the public records law of the State of Florida including Chapter 119, Florida Statutes.

JUAN GARCIA

PARK AND RECREATION
BOARD

CONTACT



(727) 906-1075



cbfitness795@gmail.com



CLEARWATER, Florida 33767

SKILLS

- Customer service
- Driven and determined
- Attention to detail
- Business planning
- Relationship building
- Operations management
- Social media marketing
- Business marketing
- Entrepreneurial personality
- Customer relations
- Team collaboration and leadership
- Purchasing and planning
- Strategic Decision-making
- Quality assurance
- Professional networking
- Staff hiring
- Business development
- Task delegation
- Strategic planning
- Business administration
- Sales strategics

PROFESSIONAL SUMMARY

Dynamic entrepreneur and business development expert with a proven track record at Clearwater Beach Fitness I LLC, enhancing customer satisfaction and boosting sales through strategic planning and relationship building. Leveraged skills in operations management and social media marketing to achieve significant growth. Demonstrates exceptional leadership and an entrepreneurial personality, driving teams toward exceeding business goals.

EXPERIENCE

September 2019 - Present

Business Owner

Clearwater Beach Fitness I LLC, CLEARWATER, FL

- Managed the daily operations related to customer service, inventory management, and marketing.
- Negotiated contracts and agreements with business partners, vendors, and customers.
- Established and maintained business relationships with local suppliers to boost business.
- Kept operating expenses low with good business controls.
- Developed effective strategies for increasing customer satisfaction and engagement, resulting in an increase in sales revenue.
- Oversaw staff by hiring and terminating, creating schedules, and tracking payroll.
- Researched market to identify and capitalize on opportunities.
- Implemented safety protocols to ensure compliance with industry regulations while protecting workers' health and well-being.
- Developed print advertising, social media campaigns, and networking events to deliver messages to target audience.
- Drafted a business plan that outlined company goals and objectives.
- Facilitated successful completion of projects by managing timelines, assigning tasks, and monitoring progress on an ongoing basis.
- Defined strategic plans and kept business on track to meet objectives.
- Maintained up-to-date records of business transactions using accounting software such as QuickBooks.
- Successfully managed and developed a team of 10 employees, utilizing excellent communication skills and problem-solving capabilities.
- Created and implemented marketing campaigns to boost brand awareness and recognition within the local community.
- Identified problems, made decisions, and interpreted results based on quantitative techniques.

- Project management
- Staff management
- Staffing oversight
- Vendor relationship management
- New business development
- Employee training
- Cost control and budgeting
- Consulting
- Work Planning and Prioritization
- Start-up operations

LANGUAGES

- **Spanish**
Native
- **English**
Bilingual

- Negotiated contracts with suppliers to secure favorable pricing terms while ensuring timely delivery of goods and services.
- Set and implemented strategic goals and initiatives to align company with mission, values, and vision.
- Implemented a cost-cutting strategy to reduce overhead expenses.
- Identified areas of improvement within the organization's operations and proposed innovative solutions for optimizing efficiency.
- Coordinated with web developers to create website and product pages.
- Demonstrated product knowledge and consultative selling skills by leading sales training sessions for new hires.
- Performed detailed financial analyses to identify and address areas of potential concern.
- Reduced operating costs by implementing more efficient inventory tracking system.
- Utilized financial acumen to create budgets, analyze expenses, and make informed decisions about investments.
- Ensured compliance with relevant regulations and industry standards.
- Negotiated contracts with suppliers to secure favorable terms.
- Set prices and credit terms for goods and services, based on forecasts of customer demand.
- Demonstrated and supported continuous improvement and growth mindset.
- Reviewed financial statements, sales reports, and other performance data to measure productivity.
- Prepared staff work schedules and assigned specific duties.
- Developed and implemented effective strategies to reduce costs while maintaining quality standards.
- Directed and coordinated activities of businesses or departments concerned with production, pricing, sales, or distribution of products.
- Monitored suppliers to efficiently provide needed goods and services within budgetary limits.
- Directed administrative activities directly related to making products or providing services.
- Coordinated and directed financial or budget activities to fund operations, maximize investments, or increase efficiency.
- Designed innovative approaches to optimize workflow, streamline procedures, and enhance customer service satisfaction levels.
- Spearheaded multiple projects from concept through completion while successfully managing budgets and timelines on each project.
- Analyzed data from financial reports to identify areas of improvement in business operations.
- Utilized data analytics techniques to identify areas for improvement.
- Facilitated open communication between departments to improve collaboration among teams.
- Organized and guided activities such as sales promotions requiring coordination with other department managers.
- Led cross-functional projects that improved operational efficiency.
- Established and monitored KPIs to optimize company performance.

- Established and implemented departmental policies, goals, objectives and procedures in conjunction with board members, organization officials, and staff members.
- Collaborated with stakeholders to develop long-term strategic plans for growth.

July 2016 - Present

Personal Trainer

Clearwater Beach Fitness, CLEARWATER, FL

- Assisted clients in improving posture, balance, coordination, flexibility, core strength and muscular endurance.
- Developed and implemented customized fitness plans to meet individual goals.
- Demonstrated exercises to clients and modified them as necessary.
- Motivated and inspired clients to achieve results and reach goals.
- Tracked client progress and maintained complete and accurate client files.
- Demonstrated proper form for each exercise while providing encouragement and motivation.
- Monitored client progress and provided feedback on exercise performance.
- Conducted group classes focusing on cardiovascular conditioning, circuit training, weight loss strategies and muscle toning techniques.
- Educated clients on nutrition principles and healthy lifestyle habits.
- Instructed members on proper use of club equipment and exercise techniques.
- Maintained accurate records of all consultations, assessments, programs and progress notes for each client.
- Led group exercise classes and provided individualized instruction.
- Educated clients on benefits of an active lifestyle and proper nutrition.
- Evaluated client health history questionnaires to determine appropriate individual exercise program.
- Assessed client fitness levels and created individualized plans.
- Developed and implemented tailored exercise regimens to meet client's goals and needs.
- Tracked client progress and adjusted plans to meet goals.
- Adapted programs according to changing needs or limitations of the client's condition or injury status.
- Provided guidance on diet modifications to enhance client results.
- Formed relationships with members and guests to help pursue total body care goals.
- Created a variety of innovative aerobic and strength-training exercises to maximize results.
- Built client base by conducting orientations and providing personal training sessions.
- Maintained cleanliness of equipment before and after use by clients.
- Advised clients on proper rest periods between workouts.
- Informed clients of fitness tools available to assist in achieving goals.
- Helped with racking weights and assisted in maintaining neat, organized and clean club.
- Utilized computer software programs for tracking client information including medical history, assessment data and program design details.

- Collaborated with other health professionals such as physical therapists and massage therapists to ensure best outcomes for clients.
- Organized special events such as seminars on nutrition topics or outdoor boot camps.
- Identified potential safety risks within the gym environment.
- Incorporated stretching techniques into sessions to improve range of motion.
- Ensured adherence to all applicable laws governing the fitness industry.
- Ordered supplies necessary for successful program delivery.
- Reported unsafe conditions or situations requiring manager's attention.
- Consulted with physicians regarding client needs prior to beginning any program.
- Evaluated individuals' abilities, needs, and physical conditions and developed suitable training programs to meet any special requirements.
- Monitored participants' progress and adapted programs as needed.
- Observed participants and informed them of corrective measures necessary for skill improvement.
- Accommodated different levels of fitness.
- Maintained fitness equipment.
- Promoted health clubs through membership sales and record member information.
- Instructed participants in maintaining exertion levels to maximize benefits from exercise routines.
- Taught individual and team sports to participants through instruction and demonstration, using knowledge of sports techniques and of participants' physical capabilities.
- Provided students with information and resources regarding nutrition, weight control, and lifestyle issues.
- Administered emergency first aid, wrap injuries, treated minor chronic disabilities and referred injured persons to physicians.
- Conducted therapeutic, recreational, or athletic activities.
- Advised clients about proper clothing and shoes.
- Organized and conducted competitions and tournaments.
- Taught proper breathing techniques used during physical exertion.
- Explained and enforced safety rules and regulations governing sports, recreational activities, and use of exercise equipment.
- Maintained equipment inventories and select, store, and issue equipment as needed.
- Promoted development of participants' physical attributes and social skills.
- Taught and demonstrated use of gymnastic and training equipment, such as trampolines, and weights.
- Chose appropriate music and chose different movements for each set of muscles, depending on participants' capabilities and limitations.
- Relieved soreness, strains and bruises.
- Organized, led and refereed indoor and outdoor games, such as volleyball, baseball and basketball.
- Advised participants in use of heat and ultraviolet treatments and hot baths.

May 2000 - February 2016

Produce Manager

Publix Super Market, CLEARWATER, FL

- Ensured proper storage of produce items to maximize freshness and minimize spoilage.
- Trained new employees on store procedures related to stocking and merchandising of produce items.
- Ensured compliance with local health codes regarding food safety practices in the produce department.
- Developed and implemented efficient inventory control systems to ensure accurate ordering of produce.
- Inventoried stock, reordering when inventory dropped to specified levels.
- Monitored product quality and freshness, ensuring only the best products are available for sale.
- Implemented strategies for reducing shrinkage due to theft or mishandling of merchandise.
- Helped customers navigate way through department to locate needed produce.
- Utilized point-of-sale systems efficiently when processing transactions at checkout counters.
- Used automated tools to produce price changes, prepare price lists and conduct inventories.
- Coordinated with vendors for timely delivery of produce items at competitive prices.
- Oversaw financial performance of department by analyzing sales figures, conducting audits, and making recommendations for improvement.
- Created detailed reports outlining weekly and monthly sales performance, inventory levels, budget expenses.
- Supervised team members during peak hours ensuring adequate coverage across departments.
- Scheduled produce associates and delegated daily work assignments.
- Forecasted produce orders during peak times to meet customer demand.
- Controlled department expenses by controlling labor costs and reducing losses due to shrinkage and pilferage.
- Trimmed, culled and watered produce to maintain freshness and attractiveness.
- Performed regular audits of product displays and pricing accuracy throughout the store.
- Partnered with marketing team to create promotional campaigns that drive sales in the produce department.
- Designed and rotated seasonal and promotional areas within department.
- Provided guidance to team members on how to properly rotate stock according to expiration dates.
- Planned special events such as tastings or demos designed to increase customer engagement with the produce department.
- Facilitated communication between management teams from different stores within the same chain.
- Participated in community outreach programs focused on educating customers about healthy eating habits.

- Analyzed sales data and adjusted pricing accordingly in order to maximize profits while still offering competitive prices.
- Organized weekly staff meetings to discuss store goals and objectives, as well as customer service standards.
- Addressed and resolved client or customer inquiries to foster superior standards of service.
- Maintained frequent interaction with senior management to measure goal achievement and determine areas of improvement.
- Created weekly schedules based on predicted staffing needs, budgets and employee requests.
- Oversaw personnel to maintain adequate staffing and minimize overtime.
- Administered bookkeeping functions to generate invoices and handle accounts payable and receivable.
- Developed existing team into high productivity, results-oriented unit through creative initiatives.
- Identified operational process inefficiencies to recommend necessary improvements.
- Facilitated month-end closing processes, invoicing and journal entries.
- Developed training modules and documentation to train staff.
- Conducted monthly meetings to create business plans to drive successful monthly business.
- Reviewed monthly financial results with partners to identify opportunities to improve profitability.
- Represented business in marketplace and developed relationships with key accounts to promote and market business.
- Executed productivity benchmarks across departments to maximize company revenue.
- Implemented revenue strategies through statistical analysis.
- Administered annual operating and capital budget to facilitate profitability.

EDUCATION

April 2014

Exercise Science in Physical fitness

NESTA, California

REFERENCES

References available upon request