

VIVIENNE VAN VLIET

Marketing Brand Consultant, Fitness Specialist

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📍 Nashville, Tennessee



SUMMARY

Experienced fitness and lifestyle coordinator seeking to leverage skills in a dynamic and inclusive environment. Committed to promoting health and wellness within a diverse community by empowering others and making connections. Currently completing the NASM Certified Personal Trainer certification including the Corrective Exercise Specialization (CES).

EXPERIENCE

Marketing Brand Consultant, Ambassador 2023 - Present
The Last Round New York, NY

Premier boxing facility located in midtown Manhattan providing small group boxing classes, one-on-one personal training and full gym access.

- Developed strong relationships with both repeat guests and newcomers, anticipating their needs and personalizing their experience.
- Conducted competitor analysis to identify market opportunities and trends.
- Leveraged Google Analytics to analyze user behavior and improve SEO.
- Provided strategy for streamlining website content, including complete restructuring of site hierarchy and clear navigation to dedicated pages.
- Created digital assets including promotional stickers and QR codes.
- Installed vinyl graphics with attention to detail, paired with a keen eye for design.

Web Developer 2021 - 2024
Witbe New York, NY

- Led Agile scrum team in redesigning website and launching new line of products.
- Oversaw Salesforce migration, utilizing Web-to-Lead to create forms and seamlessly generate leads in Salesforce platform for Sales team.
- Ensured cross-browser compatibility and responsiveness across devices.
- Collaborated with members of the marketing team to analyze SEO rankings.
- Technologies used: Javascript, React, HTML, CSS.

Office Manager, Social Media Analyst 2017 - 2019
Red Bull Music Academy New York, NY

Founded in 1998 as a workshop and lecture series for aspiring music-makers, including festivals, stages and club nights in more than 60 countries each year.

- Sourced talent and vendors and tracked budgets for over 30 large-scale projects, from radio pop-ups in São Paulo to month-long festivals in Berlin.
- Managed social media analytics and tracked social goals for all of the company's accounts, with RBMA Instagram growing to 117K followers and Red Bull Radio Instagram growing to 20K followers.
- Processed and tracked invoices and non-payroll payments for over 50 international radio shows and all digital editorial content, including invoices, purchase orders and employee expense reports.
- Managed PTO, vacation allowances and travel itineraries for over 30 full-time employees.

Senior Digital Content Producer 2014 - 2017
Time Out New York, NY

- Led production of digital content during the company's highest traffic period in its 20-year history.
- Oversaw web production in editorial for North America, including SEO research, image sourcing, press and networking, and social media strategy.
- Trained staff on platform and production guidelines, including SEO best practices.

STRENGTHS

★ **Customer Service Excellence**
Dedicated to serving others on their wellness journeys, going above and beyond to exceed expectations and create memorable experiences.

💬 **Excellent Communication**
Proven ability to communicate with team members and guests resulting in strong customer relationships.

SKILLS

Microsoft Office Suite •

Customer Relationship Management (CRM) software

Booking and reservation systems •

Proper phone etiquette •

Interpersonal skills • Time management •

Google Suite • Adobe Creative Suite •

Exceptional organizational skills

INTERESTS

💓 **Passion for Healthy Living**
Extremely passionate about fitness and overall physical and mental wellbeing.

🏋️ **Fitness Industry Expertise**
Solid understanding of the current state of the fitness industry, with an eagerness to stay up to date on the latest fitness and wellness trends.

EDUCATION

B.A. in Economics

New York University

2009 - 2013

CERTIFICATIONS

CPR/AED Certified (April 2025)