





SONJA CERVANTES

Gym Sales Associate

CONTACT

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Pittsburgh, PA 
[LinkedIn](#) 

EDUCATION

Bachelor of Arts
Communication
University of Pittsburgh
2010 - 2014
Pittsburgh, PA

SKILLS

Negotiation
Results-oriented
Persistent
Problem-solving
Microsoft Office (Excel,
Powerpoint)
Presentation Skills
Resilient
Empathetic

WORK EXPERIENCE

Gym Sales Associate

Bally's Fitness

2018 - current / Pittsburgh, PA

- Monitored sales operations for the second-largest gym in the Pittsburgh region
- Implemented membership referral program, leading to \$50,000 in incremental sales while improving retention by 4% for members who referred their friends
- Maintained up-to-date knowledge of class catalog and directed members towards 14 private classes that would help them achieve their fitness goals
- Reduced fitness class vacancies by 20% by offering last-minute discounts to members interested in under-attended classes

Gym Sales Associate

Gold's Gym

2015 - 2018 / Pittsburgh, PA

- Improved the customer onboarding process to improve the close rate by 15%
- Trained new staff on best practices to upsell annual memberships and private classes
- Built relationships with new members to assess their fitness goals and design a customized plan
- Directed clients to appropriate classes to help them achieve fitness goals while exceeding private session sales rate by 10%
- Revamped the membership cancellation process to inform customers of membership features, reducing the cancellation rate by 9% in 2017
- Recognized as top-performing sales associate for 2019

Retail Sales Associate

Lidz

2014 - 2015 / Pittsburgh, PA

- Maintained a positive attitude and directed customers to products based on their needs while exceeding sales targets in 3 out of 4 quarters
- Exceeded loyalty program targets by selling the benefits to customers at checkout