



# KAILEA BAGGETT

Personal Fitness Trainer & Marketing/Sales Director

## ABOUT ME

Kailea is Hawaiian for 'Joyful Sea', and like the waves, travel has carried me around the world, shaping who I am. My love for the ocean and exploration has instilled in me a deep appreciation for the diverse experiences that come with each new destination and journey life has to offer.

## EDUCATION

**George Mason University / Fairfax, VA**

Marketing BS

2018 - 2022

**Massey University / Auckland, NZ**

Study Abroad/ Internship Abroad

Feb 2020-July 2020

**Curtin University / Perth, Australia**

Study Abroad

Feb 2019-June 2019

## SKILLS

- Strong Interpersonal Skills
- Negotiation
- Critical Thinking
- Leadership
- Adobe Lightroom
- Canva
- Microsoft Word & Excel
- Google (Docs/Sheets)
- Wellness Living (Business Management Software)
- Keap (CRM)

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📍 Virginia Beach, VA

## EXPERIENCE

### ○ Personal Fitness Trainer/ Marketing/ Sales Director *2020 - Present*

Fully Alive Personal Training & Health Studios | Virginia Beach, VA

- Retaining clients by fostering trust and long-term commitment through exceptional care, individualized programs, motivational guidance, and creating a positive, result driven environment.
- Training and leading the sales team, optimizing the consultation process, and achieving sales targets.
- Develop and execute content strategies across all marketing channels, including digital, social media, print, and email campaigns to drive brand awareness and generate leads.
- Networking and fostering long-term relationships with other businesses to drive mutual growth and make a community impact.

### ○ Owner/Creator/ Surf Instructor *August 2023*

Surf n' Shoot Camp | Virginia Beach, VA

- Collaborated with a local surf photographer to empower high school girls through skill-building, mentorship, and fun.
- Successfully negotiated equipment discounts and partnered with local businesses to provide space for the photography portion.
- Designed and delivered a camp experience that combined surfing and photography, fostering confidence and creativity while sharing personal testimonies to inspire participants.

### ○ Destination Outdoors Research Intern

Pack Up + Go Travel | Pittsburgh, PA

*May 2021- Aug 2021*

- Researched and developed detailed itineraries that encompass top-rated restaurants, accommodations, and hidden gems, providing personalized and memorable experiences for clients seeking authentic and adventurous travel.
- Collaborated closely with the Lead Travel Operations Manager, attending team meetings and contributing to the planning and coordination of travel itineraries.