

# MARINA MORBACH

A dynamic professional with a robust background in luxury sales and extensive experience as a riding instructor, seeking to merge expertise in high-end client relations and equestrian sports. Aiming to leverage skills in luxury sales and in-depth equestrian knowledge to excel in the high-end horse sales industry while pursuing a career in showjumping. Dedicated to delivering exceptional service and performance, and creating exclusive opportunities in the world of elite equestrian sports.

**EDUCATION:** 2009-2011 FLORIDA INTERNATIONAL UNIVERSITY - International Business, Psychology  
2005-2009 SAINT BRENDAN HIGH SCHOOL - High School Diploma Unweighted GPA 3.91

## **WORK EXPERIENCE**

### **08/2023- 02/2025 - Gold Stirrup Academy, Miami FL - Riding Instructor**

- Develop and implement personalized riding lesson plans tailored to individual skill levels and learning goals, enhancing rider proficiency and confidence.
- Exercised performance horses to maintain their fitness, conditioning, and readiness for competition
- Conduct group and private lessons, fostering a supportive and encouraging learning environment for riders of all ages and skill levels.
- Facilitate and supervise riding events and competitions, coordinating logistics and providing guidance to ensure successful outcomes.
- Enforce safety regulations and emergency procedures to minimize risks and ensure the safety of both riders and horses.
- Built and maintained positive relationships with students, parents, and colleagues, promoting a collaborative and respectful atmosphere.
- Stay current with industry trends and advancements, attending workshops and training to continually enhance instructional techniques and knowledge.

### **06/2023-08/2023 - Camp Nicolet, Wisconsin - Riding Director**

- Led and managed a team of 8 staff members, including assigning duties, providing training, and conducting performance evaluations to ensure high standards of instruction and care.
- Oversaw all aspects of horse care and maintenance, including daily grooming, feeding, health checks, and ensuring optimal well-being of the camp's horses.
- Maintained and organized riding equipment and facilities, ensuring cleanliness, functionality, and readiness for daily use and events.
- Designed and hosted in-house horse shows, managing all event logistics from planning and coordination to execution, ensuring a successful and engaging experience for campers and their families.
- Coordinated with camp administration to align riding programs with overall camp objectives and schedules, ensuring a cohesive and enjoyable experience for all participants

### **07/2021-08/2022 Tiffany and Company, Coral Gables FL - Client Advisor**

- Embody the Tiffany Brand in each and every client interaction. Deepen relationships with clients to drive lifetime loyalty. Be an excellent brand ambassador, communicator, and listener.
- Elevate in store experience through luxurious hospitality and delivering memorable moments using a personal touch. This takes plenty of time, effort, and thoughtfulness, considering the volume of clientele.
- Maximize clientele by utilizing the Salesforce software, a leading tool in customer relationship management. Capture and input all client data daily, reach out during special dates, maintain communication with clientele, create and follow up with wishlists and special dates.
- Daily procedures include arriving on-time, opening and closing registers, refilling all point-of-sale

stations, customer relationship engagement via Salesforce CRM, ensuring the boutique is clean and organized, maintaining a positive, hard working mind-set, and keeping up professional appearance.

- Constantly achieve or exceed monthly, quarterly, and annual sales plans. Increase sales through use of strategic story-telling, active listening, and asking open-ended questions.

#### **01/2018 - 01/2021 Tourbillon Boutique, Miami Design District FL - Key Holder**

- Perform boutique opening and closing procedures, including counting cash drawers, checking equipment, setting up merchandise, authenticating all security procedures with due diligence.
- Master knowledge pertaining to the five high-end timepiece brands inclusive of Omega, Glashutte Original, Jaquet Droz, Blancpain, and Breguet.
- Provide high-end, efficient customer service for clientele. Surpass expectations and strengthen relationships.
- Ensure achievement of monthly individual and boutique target sales, enhancing and developing the business.

#### **10/2016 - 07/2017 F.P. Journe, Bal Harbour FL - Brand Ambassador/Sales Associate**

- Deliver extraordinary customer service by ensuring their boutique experience is pleasant, engaging, and informative while anticipating common wishes.
- Respond to important emails/phone calls, with great attention to detail, regarding potential/current clients, inquiries for large purchases, and correspondence with the Geneva Manufacture.
- Remain vigilant and wary of any larceny, fraudulent purchases, and/or suspicious persons and adhering to security procedures.
- Learn and memorize the different movements and complications of each timepiece well enough to explain to clients with ease in a manner they may understand.
- Attend and aid arrangement of exclusive FP Journe events. Develop and maintain excellent relationships with any current and potential clients at said event.

#### **12/2012 - 09/2016 Ulysse Nardin, Aventura Mall FL - Brand Ambassador**

- Provide outstanding customer service upon entrance of the boutique and maintain good relationships with clients.
- Attend events to represent the brand along with providing information about the timepieces. Preserve and update product knowledge.
- Recognize security risks and know how to prevent certain situations from occurring.
- Achieve or exceed monthly, quarterly, and annual sales plan

#### **03/2006 - 11/2012 Hacienda Majorde, Homestead FL – Assistant Barn Manager**

- Teach general horsemanship principles and skills to newcomers on the family farm.
- Supported the management of farm supplies, inventory, and procurement processes.
- Log financial transactions regarding leases, boarding of horses, and safety agreements.
- Care for and ensure proper physical training of lesson horses and students.
- Manage lesson scheduling calendar and payment system.

#### **ADDITIONAL INFORMATION**

**CITIZENSHIP:** Citizen of the **UNITED STATES**

**LANGUAGES:** **FLUENT IN ENGLISH, SPANISH - SOME FRENCH - LEARNING GERMAN**

**BRIGHT FUTURE ACADEMIC SCHOLARSHIP AWARD** FLORIDA INTERNATIONAL UNIVERSITY

**90+ AWARDS/RIBBONS** FOR EQUESTRIAN SHOW JUMPING (Including 1998 Sportsmanship Award)

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