



Kendall Greenwood

GENERAL MANAGER



720-592-6746



gratefulkendall@gmail.com



St. Petersburg, Florida

SKILLS

- Microsoft Office Proficient
- Revenue Planning
- Goal Setting
- Grassroots Marketing
- Retail Management
- Computer Literacy
- Strong Communication
- Client/Prospect Managing
- Software Proficient

EDUCATION

ASSOCIATE DEGREE

Tallahassee Community College

08/2013-05/2015

LANGUAGE

English

INTERESTS

- Outdoors
- Music
- Party Planning
- Pilates

I am a highly motivated, socially savvy, sales driven, detailed oriented individual seeking a position to utilize my managing skills on a daily basis.

EXPERIENCE

MARKET LEADER

Fitlife Foods St. Pete, *Florida*

February 2024 - Present

- Led daily operations of a high-volume retail location, achieving over \$1 million in annual sales while exceeding key performance metrics.
- Managed full store P&L, including labor, inventory, waste reduction, and profitability, ensuring efficient business operations.
- Built, coached, and developed a high-performing team through hiring, onboarding, performance management, and leadership development.
- Increased customer retention and sales through personalized wellness coaching, exceptional customer service, and relationship building.
- Developed strategic community partnerships with local gyms, healthcare providers, sports organizations, and businesses to drive new customer acquisition and brand awareness.

GENERAL MANAGER

CycleBar *Longmont, Colorado*

December 2021 - December 2023

- Membership and Rider Relations, building rapport and lasting relationships with members.
- Lead Management/Lead Generation, converting prospects into members.
- Hiring and training CBX staff.
- Overall operations of the studio, ensure technologies are working and cleanliness of the studio. Oversee financial performance and conduct pre planning so goals are met.
- Maintain all social media and marketing outlets.

GENERAL MANAGER

Crunch Fitness *Boulder, Colorado*

January 2021 - December 2021

- Implement club policies, procedures, and protocols for employees and members of the club.
- Created and managed scheduling for 30+ employees.
- Inspire team members to be driven and hit their personal as well as team goals.
- Hiring and holding accountability for the front desk staff to deliver excellent customer service as well as sales training.
- Performed above average KPI's.
- Set up and ran promotional events to increase sales.