



DENISE CHAVEZ

INTEGRATIVE HEALTH COACH • MARKETING • LEADERSHIP
DENISECHAVEZ.CO | ELEVATEVISION.COM

OBJECTIVE

A results-oriented professional with 25 years broad based experience in leadership, organizational development, marketing, project management, sales, public relations, advertising, promotions and health and wellness.

SKILLS

Highly Motivated and Competent • Professional Presence • Project Management • Ability to Handle Multiple Priorities • Creative Thinker • Strong Human Relations Skills • Leadership Development • Team Oriented • Healthy Presence

HOBBIES

Advanced Padi Diver, Fitness Competitor, Hiking, Golf, Travel

EXPERIENCE

FOUNDER • ELEVATE VISION • LONG BEACH, CA • 2015-CURRENT

- Established a mobile wellness and nutrition company that specializes in integrative health, body composition testing and performance solutions.
- Works with individuals, groups and organizations to optimize health
- Specialize in weight management, performance, energy and healthy aging.

CO-PARTNER • CONDUIT DEVELOPMENT • LONG BEACH, CA • 2007-15

- Established firm specializing in sustainable building:
Commercial & Residential
- Creation and implementation of strategic plans and operations
- Project management and interfacing with client and partner organization and suppliers.

PRESIDENT/CEO • CONDUIT INTERNATIONAL • LONG BEACH, CA • 2000-07

- Established a marketing & multi-media design firm specializing in non-profit organizations building brand to increase consumer awareness and services offerings.
- Responsible for creation and implementation of long term strategic marketing plans.
- Led creative team of copywriters, designers and production artists to ensure brand consistency.

PACIFIC REGION MARKETING, OLYMPIC COORDINATOR/SPORTS PROMOTIONS • UNITED PARCEL SERVICE (UPS) • LAGUNA HILLS, CA • 1998-99

- Serve as a liaison to the Corporate Olympic Team.
- Event coordination and sponsorship. Positioned liaison to the Los Angeles Dodgers, Anaheim Angels and Mighty Ducks.
- Implemented and managed organizational development.



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**PACIFIC REGION QUALITY MANAGER • UPS •
LAGUNA HILLS, CA • 1995-98**

- Implemented and managed a strategic corporate organizational development campaign through the transformation of new business processes and measurement systems.
- Initiated quality training programs that impacted over 20 thousand people within the Pacific Region, created multiple cross-functional leadership councils spanning front line union driver ranks to executive level personnel.
- Designed yearly leadership conferences for executive management participants.

NATIONAL ACCOUNTS MANAGER • UPS • LAGUNA HILLS, CA • 1992-95

- Managed multi-million strategic portfolios such as Kinko's, Princess Cruises, Bank of America, Dames & Moore and Teledyne.
- Customized and negotiated contracts for beneficial business relationships.
- Participated in a corporate strategic planning team to develop Authorized Shipping Outlets within North America.

MARKETING MANAGER FOR START-UP ORGANIZATION

EPIC DESIGN STUDIOS • GARDEN GROVE, CA • 1990-92

- Established markets for new product line positioning and brand recognition.
- Developed sales proposals and pricing.
- Coordinated advertising, promotional materials, manufacturing processes, packaging and distribution channels for complete product line.

EDUCATION

CALIFORNIA STATE UNIVERSITY, LONG BEACH • DECEMBER 1990

Bachelor of Science, Business Administration with
an emphasis in Marketing

GRADUATE OF ELEVATE LEADERSHIP COMMUNITY • 2017

Leadership Development

THE INSTITUTE OF INTEGRATIVE NUTRITION • 2017

Integrative Health Coach

PROFESSIONAL ORGANIZATIONS

Elevate Leadership Community



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