

Nina L. Venturella, CNS, CPT

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Senior Health & Wellness Sales Executive

Solution-focused health, wellness, and business professional with proven successes in business strategy, marketing and sales, and communication development. History of managing business operations and profitably bringing new products, ideas, and content to the health and wellness industry.

Areas of Expertise

- **Health & Wellness:** Certified health and wellness coach with over 12 years of comprehensive wellness care experience. Well-equipped to train and coach clients while providing solution-based programs to help them achieve their health goals.
 - **Business Development:** Diverse background in profit and loss management, inventory management, operational efficiency development, sales, and market analysis. Experience in starting a business or project from the ground, up. Able to leverage trends in the marketplace, facilitate business expansion, and achieve long-term business objectives.
 - **New Product Development & Promotion:** Established countless new products, including an e-learning platform and a new franchise model. History of building brands and turning them into household names in five years or less. Created comprehensive marketing campaigns for new products, which has invigorated and achieved market share and product knowledge growth.
 - **Additional Strengths:** Innovative problem solver, go-getter. Proven motivational team leader, mentor, and goal exceeder. Accomplished strategic planner with a drive to be a catalyst for change.
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Professional Experience

Majestic Wellness Academy – Rancho Mirage, CA

President & Founder, 1/2012 to Present

Related Skills: Product Development, Project Oversight, Team Leadership, Training, Budget, Content Marketing, Web Development, Sales

Articulate the importance of health and wellness in daily life on an international level. Encourage health education for all, with a focus on cleansing, weight loss, and overall well-being through the X'Tract technique. Tackled problem-solving and daily operations with my team of two people. Managed the

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marketing and sales of 800 program graduates in 46 states and providences in Canada. Conducted training and spearheaded marketing initiatives.

Key Contributions:

- Spearheaded the creation of a fully accredited wellness program.
- Sold \$1.5 million-worth of products in less than five years.
- Launched multiple strategies that led to the formation of several recurring, passive revenue streams.
- Established an online, e-learning platform with coinciding collateral to embolden the betterment of overall wellness worldwide, and to train others on how to be a Majestic Wellness Academy coach and member.
- Developed relationships with major hospitals and associations, which resulted in revenue share partnerships with top industry leaders.

X'TRACT – Rancho Mirage, CA

Founder & Trainer, 3/2006 to Present

Related Skills: Customer Service, Team Leadership, Training, Marketing Strategy, Market Analysis, Business Development

Continuously analyzed market and industry trends to keep content and products up-to-date and relevant. Assessed present strategies and reevaluated them annually to encourage innovation and long-term business success. Provided organizational guidance regarding the facilitation of business objectives and product development.

Key Contributions:

- Trained, led, and managed over 800 graduates nationwide.
- Pioneered an industry demand for a new product entering the marketplace.

Spa-Tacular Health Wellness Center – Rancho Mirage, CA

President, 3/2006 to 3/2010

Related Skills: Education, Training, Sales, Franchising, Customer Service, Team Leadership

Empowered customers to take control of their nutrition, lifestyle, and weight through individualized, custom-made programs that strive to improve personal functionality. Examined personnel functionality, exploited weaknesses in productivity, and formulated new systems of operation. Originated a franchise model to inspire company growth and revenue increases.

Key Contributions:

- Catapulted sales to over \$2.5 million in four years.

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- Hired and trained 9 to 12 employees per location at 44 locations nationwide.
- Recognized for program development and exceedingly high success rate with clients.

Education

Northwestern College, Palos Hills, Illinois
Associate of Science, Business

Professional Training & Certification

Certified Personal Trainer • Certified Nutrition Specialist

Certified Health & Wellness Coach, *Wellness Certification Board*, 2012 to Present

Accomplishments

Self-published Author

- *God Said Hire Your Money*, 2019
- *Unveiled Truth: What Doctors Don't Know Will Hurt You*, 2014