

# Charlotte Carreira

Wellness Coach



## My Purpose

To make a healthy and positive impact in people's lives. Work to inspire others with positive energy and bring bright ideas to life.

## Work Experience

### Business & Personal Wellness Coaching & Sales.

[www.Radiant-Wellness.com](http://www.Radiant-Wellness.com)

### Independent Business Associate, NEW EARTH (Formerly Cell Tech & Simplicity Health) 1994– Present:

- Coach Individuals to Incorporate a Whole Health Model for Vibrant Living including: Whole Food Nutritional Supplements, Alternative Perspectives and Techniques for Healing and Balanced Living
- Coach Individuals to Organize & Market Home-Business for Success Using Network Marketing Model, web development.

### Distributor Relations Manager then Interim V.P. Marketing & Sales, SimplicityHealth 2007-2010:

- Support Corporate Strategic Transition Plan for New Corporate Ownership & Administrative Changes Including Customer Admin for New Pay Plan, Name, Logo and Brand Image, Training and Field Development (Field Events, Conf. Calls, Webinars) National Event Development and Implementation, Intl Intro of Products and Field Launch in Mexico, UK/EU and UAE

### Independent Business Coach – CJC Marketing 1982-2007:

Business Management, Marketing/Sales Training, and Marketing Research for Businesses Ranging from Int'l Corporations to Domestic, Small Business Start-Ups. Clients Include (Limited List):

- **Blake & Associates** – Trainer for Executive Search Firm's Corporate Layoff Program
- **Shared Heart Foundation & Office of Barry & Joyce Vissell**
- **Pajaro Valley Veterinarian Hospital, Deborah Moreno, DVM**
- **Arthur Faygenholtz, D.C. & InquireWithin, Inc., Warren Angelo, DC** - Chiropractic Offices
- **Ken Fong Trading Company** – Assessment for Sales Program
- **William G. Clark** – Intl Assessment for Marketing Products
- **Health Options** – Training Development for Field Sales of Women's Nutritional Product Line



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## Key Skills

- Entrepreneur/Independent
- 20+ Years Network Marketing Industry Experience (wholefood nutritional supplement industry)
- Customer, Sales & Leadership Training
- Experienced in Various Business Functions from Corporate Marketing to Distributor/ Customer Relations
- Psychological, Marketing & Consumer Research
- Confident Working on Multiple Projects
- Computer Literate, Proficient in all Mediums

## Achievements

- Top 20 Achievers in the company
- Recipient of Excellence in Leadership Success Award – July 2011
- Featured as Rising Star, Spring 2012 & Profiles Of Success, May 2011 *The Source Magazine*
- Field Product Training & Leader Empowerment – Ongoing Corporate Field Training and Event Presentations
- Developed Leadership Training Website

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## Work Experience (Cont.)

**Retail Marketing Manager, Alphacom, Inc.**, Campbell, CA 1983-1984:  
Support Sale of Low-Cost Printers in Retail Market: Research, Advertising, Product Planning, Trade Shows & Support for Corporate Investor Presentations.

**Manager Marketing Research / New Product Marketing, Plantronics, Inc.** SCz, CA 1978- 1982:  
Market Research: New Product Customer & Field Trials, Industry Tracking. New Product Intros & Market Development of Existing Product Line, Field Sales Training and Support.

**Co-Owner, Halaki's Imports of Hawaii**, SJ, CA (Family Business) 1977-1982:  
Developed/Implemented Strategy to Market & Manage Business of Wholesale Plants/Gifts to Retail Market.

**Market Interviewer, Corey, Canapary & Galanis**, SF, CA. Field Surveys. 1977-1978:

## Education

**M.B.A.**, Santa Clara Univ. Grad. School Business, Santa Clara, CA. Pub Research 1978

**B.S.**, Psychology, Santa Clara Univ., Santa Clara, CA (Cum Laude) Published Research 1976  
Intern – NASA, Mountain View, CA

## Additional Qualifications/Certifications

- Certified Firewalk Instructor with Sundoor Organization, Medical Intuition Training, Reiki, Certified Master-DNA & Pre-Cognitive Re-Education, Nutrition, Massage Therapy, Ear Candling, and Early Childhood Education
- Member, Bd of Directors, College of Botanical Healing Arts, SCz, CA
- Prior Instructor:
  - **Univ. of Phoenix, San Jose, CA Ext.** - Business Department
  - **Cabrillo Junior College, Aptos, CA** - Small Business Center

## Other Interests

- Astrology & Intuitive Arts, Personal Development, Health and Wellness, Movies, Reading, Interior Design, Travel, Five-Time Marathon Runner
- Languages Studied: Spanish, French, and American Sign Language

## References

### Abbie McClung

(former Communications Mgr.)  
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### Maxine LeClerc

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### Kristi Torkos

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