**Deborah O’Brien**

**954-937-9430**

**Deb@brooklynyogastar.com**

**www.BrooklynYogaStar.com**

**Freelance Consultant -** Remote

February 2014 - Present

Saas Software - With a strong background in the SaaS Scheduling software space as a user, a sales manager, development intermediary, implementation account manager and support specialist as well as an extensive career teaching and developing yoga studios I advise in the choice of SaaS online scheduling solutions as well as use and implementation to increase productivity, revenue and retention.

Studio /Boutique Design

- Design custom shelving and fixtures, color scheme, flooring and reorganize the space to the extent of moving walls to make a more productive space.

- Product placement, merchandising ad styling

- POS implementation

- Revamp the retail product catalog and in store offerings to suit a "boutique" client base

**zingFit LLC -** East Hampton, NY

Accounts Specialist / Business Development Consultant

February 2014 – July 2015

- Primary point of contact to train and support multi-studio corporate and franchise models such as Barry’s Bootcamp in the use and configuration of zingFits regional model to support their corporate and franchise model for their 17 locations including international studios.

- assist in developing marketing and promotion campaigns within the confines of zingFit software

- train and coordinate staff to structure and standardize corporate procedures for the use of zingFit permissions and reporting to protect sensitive data

- creative thinking to manage complicated business models within the confines if zingFit software

- implement all client training

- supporting configuration of ancillary customer accounts

- manage data migration from other software solutions

- build sales team compensation structure and standardize training

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[**MINDBODY, Inc. -** East Hampton](https://www.linkedin.com/company/42640?trk=ppro_cprof)

Regional Sales Manager

August 2013 – February 2014

-Responsible for overseeing the East Hampton sales team which consists of Sales Specialists ranging from entry to senior level.

-Responsible for assisting in executing strategic corporate sales initiatives that support the overall performance objectives for the East Hampton sales team at MINDBODY.

-Responsible for helping the DOS in growing and developing the East Hampton sales division.

-Work with DOS and Sales Team Trainer with training new Sales Specialist during their initial training

-Educate new reps on the sales process from fact finding to solution selling and asking for the sale.

-Staying abreast of industry trends & challenges which owners face within the MINDBODY verticals and delivering this insight to sales team members.

-Work with Sales Team Trainer on continually developing the Training Manual and associated training documentation.

-Assist Sales Specialist with demonstrations when necessary.

-Work with other mid-level management to maintain constant communications between departments

[**MINDBODY, Inc. -** East Hampton, NY](https://www.linkedin.com/company/42640?trk=ppro_cprof)

Salon Software Sales Specialist

September 2012 – July 2013

- Contribute to the development of MINDBODY's Salon Program.

- Salesforce expert pipeline management

- Pursue qualified prospects via cold calling as well as qualify inbound prospects

- Manage all aspects of building and maintaining a sales pipeline

- Manage sales cycle from initial contact to close over the phone

- Create and Submit cost/request for proposals

- Develop key value propositions and expertise in MINDBODY Industries

- Represent MINDBODY at industry trade shows and conferences

**Rosie's Bar and Grill -** Wilton Manors, FL

Marketing and Event Coordinator

Stonewall Street Festival Summer 2007

Responsibilities include; front of house operations, team leadership, managing all service staff members and facilitating communication between front and back of the house, quality assurance of food, service and the guest experience, end of shift financial settlements.

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**Tripsichore Yoga Theatre -** Miami/Fort Lauderdale, FL

Tour Manager / Producer

September 2010 – April 2011

Responsible for; bookings, promotions, grassroots marketing campaign including graphic design of all promotional materials, coordination and production of collateral promotional materials for 6 performance venues, technical coordination and implementation of lighting, sound staging and stage management, booking accommodations and travel arrangements for international company members and budget management for the 2011 Spring Tour with a culminating performance at the Broward Center.

[**Broward Center for the Performing Arts**](https://www.linkedin.com/company/72812?trk=ppro_cprof) **/ Parker Playhouse -** Fort Lauderdale, FL

Production Coordinator / Assistant Technical Director

November 2005 – May 2007

Provided technical coordination of events ranging from conference style to large scale touring Broadway musicals in venues seating 200 to 2500 people. Responsibilities included; scheduling up to 150 union / non-union crew members, financial settlements, coordination of catering/hospitality, celebrity interaction, facilitating interdepartmental communications, adherence to contracts, contract modifications, creating technical estimates and departmental budgets.

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**Education -**

**Yoga Shanti Advanced Teacher Training**

100hr CEU with Rodney Yee and Colleen Saidman

2015 – 2015

www.yogashanti.com

**Yoga Shanti Teacher Training**

300hr RYT with- Rodney Yee and Colleen Saidman

2012 – 2013

www.yogashanti.com

**Tripsichore Yoga Theater**

160hr CEU Tripsichore Intensive, Tripsichore Vinyasa with- Edward Clark and Nikki Durant

2010 – 2010

The challenge of the Tripsichore Intensive is to understand and articulate the philosophical orthodoxies of a difficult and advanced vinyasa practice in the context of yoga as it has been practiced in the distant past as well as how it is done today.

www.trisichore.com

**Yogafox Vinyasa Teacher Training**

200 RYT, Vinyasa and Kripalu Yoga

2008 – 2009

www.yogafox.com

[**Broward Community College**](https://www.linkedin.com/edu/school?id=20168&trk=ppro_sprof)

[Classical Voice](https://www.linkedin.com/edu/fos?id=100777&trk=prof-edu-field_of_study)

1999 – 2001

[**Queens College**](https://www.linkedin.com/edu/school?id=18935&trk=ppro_sprof)

[Drama and Theatre](https://www.linkedin.com/edu/fos?id=101125&trk=prof-edu-field_of_study)

1994 – 1996

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