

John Freddy Castellanos Rodriguez

Bogotá, Colombia | +57 313 470 4224 | john.recomiendabienestar@gmail.com

Valid U.S. Visa | Instagram: @john_recomiendabienestar

Professional Summary

Multifaceted professional with over a decade of experience in direct sales, retail, holistic therapies, and team leadership. Trained as an osteomuscular massage therapist and nurse technician, with strong communication skills and a results-driven approach. Skilled in developing wellness programs in corporate environments, as well as coaching sales teams to exceed performance goals. Passionate about human well-being and commercial innovation, with a proactive and entrepreneurial mindset.

Core Competencies

- Sales & Business Development
- Team Leadership & Motivation
- Client Relationship Management
- Holistic Therapeutic Techniques
- Direct & Cross-selling Strategies
- Training & Coaching
- Communication & Negotiation
- Customer Service Excellence
- Strategic Planning & KPIs
- Stress & Time Management

Education & Certifications

- Technician in Nursing - Corporación Técnica Empresarial para el Trabajo
- Diploma in Labor Ergonomics - Politécnico Superior Colombiano
- Osteomuscular and Holistic Massage Therapist - Flor de Liz Academy
- Mental Health Program - Cámara de Comercio de Bogotá (2023)
- MAC Cosmetics Training - Las Vegas, USA
- MAC Cosmetics Trend Update - Miami, USA
- Professional Makeup & Beauty - Academia de Belleza Fantasía
- Artistic Training - Centro de Formación Artística Los Funámbulos

Professional Experience

Wellness Therapist - Corporate Programs (2023)

GELSA, Pacífico Petroleum Energy, YO Lozano

- Delivered therapeutic interventions to reduce stress and prevent occupational injuries
- Led SG-SST wellness initiatives
- Created physical and mental discharge protocols

Sales Director - Mary Kay Cosmetics Inc.

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- Trained and led national sales teams
- Designed motivational strategies
- Managed KPIs and represented the brand

Makeup Artist & Sales Executive - MAC Cosmetics (2011-Present)

- Designed retail/digital strategies
- Delivered product demos
- Provided reporting to managers

Freelance Makeup Artist

- Corporate & Fashion Makeup: Bisor Studio, Telmex, CyZone, Orbbe TV

Achievements

- **Increased sales performance by 95%**
- **Multiple employee recognition awards for excellence**
- **Optimized commercial operations in team-led projects**
- **Developed high-impact wellness programs in top companies**

References

- **Juliana Bernal - Manager Development LATAM, MAC Cosmetics - +1 (407) 784-4831**
- **Martha Rodríguez - SG-SST Technician - +57 312 382 1980**
- **Johana Córdoba - Aesthetician - +57 313 606 0283**
- **José Gómez - MD - +57 314 276 6977**