

Alexis Leblanc-Bazinet

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CrossFit, LLC.
Boulder, Co, US.

Dear Hiring Manager,

I would like to be considered for the role of Virtual Competition Director.

I believe I have the experience and the skill-set to be very successful within this role.

It would be my honour to work at CrossFit LLC and I would be fully committed to creating the world's greatest platform for health, happiness & performance.

Please find attached a copy of my curriculum vitae. I look forward to discussing further with you, in the interim please do not hesitate to contact me.

Best,

Alexis Leblanc-Bazinet

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I am a CrossFitter. It's an important part of my identity. Bringing health and happiness to the community has been my mission for the past 10 years.

I feel I occupy a unique position. I'm a Regional level athlete, run an Affiliate, and I am a Director of a CrossFit-Sanctioned event. When I am not designing websites, I am immersed in the world of CrossFit.

With that in mind, I would be honoured and excited to contribute to its future growth in any way I can. I am determined to give my energy, expertise and drive to ensure CrossFit reaches the highs it deserves. And not just for the obvious commercial benefits for the organization but for the positive transformative effects it has on all those that engage with the lifestyle.

EXPERIENCE

Duck Marketing, Web Designer / Founder

2020 - Present

- Web designer
- Multi project development
- Strategies consulting & implementation

Atlas Games, Event Director & Vice-President

2016 - Present

- Overall planning and strategy for live or virtual events
- Define goals and success metrics
- Best practices implementation & planning standards development
- Sponsorship and partnership development

CrossFit St-Jean, Co-owner / Coach

2010 - Present

- Responsible for the overall success of the facility and the acknowledgement of CrossFit methodologies
- Provides training and instruction programs to individuals and groups

EDUCATION

HEC Montreal, Bachelor Degree

2007 - 2010

Business administration with marketing specialization.

ACHIEVEMENTS

Career

Building and scaling the most prestigious CrossFit® event in Canada.

Personal

Recognized as a pioneer in the fitness event industry in North America & Europe

SKILLS

Events & Online capabilities

Multilevel stakeholders knowledge

Partnership relationship building

Sales Process Mastery

Ability to lead with and without authority

Excellent project management skills

Results & deadline driven

Strategic thinker

Media experience both in front and behind the camera

DISTINCTIONS

Leader in the Sanctional(™) Community.

Leading other events' director to create new international opportunities.

Online Competition Growth.

From the first renowned online event in Canada to the creation of the 2020 International Online for Qualifier for Wodaplaoza, Filthy 150, SouthFit Challenge & Atlas Games.

Strong Commercial acumen.

2020 CrossFit® Atlas Games, was going to be one of the few profitable events of the Sanctional(™) season.

LANGUAGES

French

English

REFERENCES UPON REQUEST
