

LUCAS MEDINA

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Career Objective

Seeking an entry-level law enforcement officer position with a community-focused agency, where I can apply strong physical conditioning, disciplined work habits, bilingual communication skills, and proven experience in public-facing, high-responsibility roles to support public safety and community trust.

Summary of Skills

- Physically fit; NASM Certified Personal Trainer (2025) with CPR/AED certification
- Bilingual: Fluent in English and Spanish
- Professional public communication and complaint resolution in high-volume environments
- Experience supporting adherence to procedures and SOPs, and helping teams apply standards consistently
- Leadership, coordination, and operational reliability under pressure
- Strong situational awareness, de-escalation, and compliance-gaining communication

Work Experience

The Perfect Workout – Physical Trainer — Calabasas, CA | December 2025 – Present

- Instruct clients in safe exercise technique, injury prevention, and health best practices, maintaining constant focus on safety and risk reduction.
- Handle customer complaints and sensitive situations calmly and professionally, emphasizing de-escalation and resolution.
- Build and maintain long-term client relationships based on trust, consistency, and professionalism.
- Sell memberships using clear, ethical communication and persuasion—skills transferable to compliance-gaining communication in law enforcement.
- Maintain CPR/AED readiness and reinforce safe practices during all training sessions.

Marketing Manager (Leadership Role) – Orangetheory Fitness (West Coast Franchise Group) — Los Angeles, CA | January 2025 – February 2026

- Directed marketing and operational support for 48+ facilities, requiring coordination and consistent application of standardized procedures.
- Worked with studio managers to support adherence to outlined SOPs and provided guidance when execution gaps occurred.
- Made strategic decisions that reduced booking costs by 50%, demonstrating data-driven decision-making and follow-through.
- Built KPI tracking tools and reporting workflows to support documentation and consistent performance review across locations.
- Led cross-functional teams and resolved operational issues under time and performance pressure.

Senior Creative Marketing Manager – LIZHI Inc. / TIYA / VocalBeats — Los Angeles, CA | September 2022 – December 2023

- Managed international teams and high-pressure deliverables with strict deadlines and clear expectations.

- Optimized resource allocation, improving cost-per-acquisition performance by 15x.
- Recognized as Top Performer and part of Best Performing Team company-wide.

Project Manager – Dick Clark Productions / MRC Entertainment — Los Angeles, CA | April 2018 – January 2022 (Freelance 2018–2021; Hired Full-Time 2021)

- Supported productions as a freelance designer/coordinator from 2018 to 2021, then hired full-time as Project Manager in 2021 based on performance, reliability, and operational competence.
- Coordinated cross-functional teams and enforced deadlines while maintaining consistent execution of established workflows under high-pressure conditions.
- Implemented structured project tracking tools to improve communication, status visibility, and deadline adherence.

Concept Developer (Video Editor & Designer) – The Walt Disney Company (DTCI Division) — Burbank, CA | June 2019 – February 2021

- Developed creative visual assets and multimedia content within a highly regulated corporate environment.
- Collaborated with senior designers, marketing teams, and executives to maintain brand standards and consistent processes.
- Edited and produced video assets supporting strategic campaigns and digital initiatives.

Education

Boston University — Bachelor of Arts, Mathematics & Computer Science | Graduated May 2017 | Overall GPA: 3.52 | Cum Laude

Certifications & Training

- NASM Certified Personal Trainer (CPT) – September 2025
- CPR/AED Certification – American Red Cross
- NASM Certified Nutrition Coach (In Progress, Expected 2026)