

**From:** [noreply@civicplus.com](mailto:noreply@civicplus.com)  
**To:** [CityAdmin](#)  
**Subject:** [External] Online Form Submittal: BOARDS & COMMISSIONS Application  
**Date:** Wednesday, September 15, 2021 5:01:01 PM

---

External email. Please use caution.

## BOARDS & COMMISSIONS Application

---

---

BOARDS & COMMISSIONS  
Application for Appointment

---

(Section Break)

---

DATE	9/15/2021
BOARD OR COMMISSION	Historic Preservation Committee
Contact Information	
FIRST NAME	JOCELYN
LAST NAME	Martinez
HOME ADDRESS	2101 W 20th Street
CITY	Pueblo
STATE	CO
ZIP	81003
OFFICE ADDRESS	2101 W 20th Street
CITY	Pueblo
STATE	CO
ZIP	81003
DAYTIME PHONE	720-296-2773
E-MAIL ADDRESS	jocelyn@soulsmile.com.co
ARE YOU CURRENTLY EMPLOYED WITH	NO

THE CITY OF  
PUEBLO?

---

OCCUPATION (or if  
RETIRED, your  
previous occupation)

---

Certified Master Health & Empowered Well-being Coach

---

Questionnaire

*Please complete the following general information.*

---

1. Please list your  
areas of  
accomplishments that  
you feel could assist  
the mission of this  
Board or Commission.

Succeed at high corporate levels which gained me education and confidence to venture on my own path to follow my passion of health and nutrient dense food by opening my own business.

I was the Director of Operations at the Pueblo Convention Center for 5 years where I sat in on weekly Urban Renewal Meetings, as well as worked under Dean Dennis when he was helping with the grant for the Convention Center Expansion, Brues Ale House (preservation of the Pueblo jail), Pueblo Memorial Hall, and the Riverwalk expansion. It was also wonderful being a part of seeing the Center of American Values and the Veterans Bridge being built.

---

2. Why are you  
interested in being  
appointed to this Board  
or Commission?

I have always cherished and loved our Pueblo History. The amazing buildings that are now offices and homes near the beautiful Rosemount Museum, which is where I held a summer job in high school giving tours. Living in Denver and seeing the boom in housing I know the importance of restoring and the preservation of our Pueblo culture and history. I would love to be a part of a commission that not only allows the old historic landmarks to flourish in their original beauty and purpose, but also bring new life to these landmarks in new innovative ways to be passed down to future generations and bring life back into these historic walls and landscapes.

---

3. What Goals would  
you like to see this  
Board or Commission  
accomplish?

I would love to see the board embrace the new by restoring the old. To be able to allow our Pueblo history to never be forgotten. To be able to see outside the box to bring new life into our historic blocks, homes, monuments, landmarks, and building by preserving time in the story of where they have been by also allowing them to flourish into something new that will keep them timeless.

To support our rich Pueblo History for our elders and the children of our future.

---

4. List any other items  
that might be useful in  
consideration for your  
appointment to this

I have been a big part of the Pueblo Community from working with Urban Renewal, Pueblo Convention Center, Mentoring Programs, Pueblo Chamber, and many more that have made a huge impact on the History of Pueblo. Our Pueblo History is fascinating and we have so many beautiful historic buildings that

Board or Commission.

it would just be an honor to be a part of seeing our history from a bigger lens.

---

(Section Break)

---

Upload résumé,  
references and/or other  
pertinent information

[Jocelyn Martinez Resume 2019.pdf](#)

---

Email not displaying correctly? [View it in your browser.](#)

# Jocelyn Martinez

2101 W 20th Street Pueblo CO 81003 720-296-2773 (H) [jocelyn@soulsmile.com.co](mailto:jocelyn@soulsmile.com.co)

## Summary

Personable and dedicated leadership professional with over 20 years of experience excelling at prioritizing, completing multiple tasks simultaneously and following through to achieve project goals. Client-oriented and energetic team player with expertise in customer relationship management, conflict resolution, safety protocol, regulatory compliance and time management. A dependable and courteous self-starter seeking to leverage background to secure life-long career with a progressive organization that focuses on spiritual, emotional, and physical health and mindset changes.

I am a Certified Health Coach, and Owner of SoulSmile Health and Wellness where I focus on habit and mindset transformations for optimum health and wellness. I am passionate about helping heal chronic disease and food allergies with the focus on change of habits and relationships with food and their bodies. I also focus on reconnection with God, Self, and the world around us. We can become the best version of ourselves if we put trust in God and the process of transformation.

## Skills

- Corporate event coordination
- Staff leadership
- Profit assessment
- Dietary restriction compliance
- Time management skills
- Client-focused
- Excellent communication
- Transformational Coaching Methods
- Mindset and Habit Change
- Relationship and team building
- Self-discipline
- Team leader
- Active listening
- Documentation and record-keeper
- Proficient in Excel, BI reports, Windows, Outlook, Spreadsheet, SAM, and SAP programs
- Outgoing personality

## Experience

SoulSmile Health and Wellness April 2018 – Current – **Owner**

Pueblo, CO

- Health and Mindset coach focusing on unblocking areas in teens and adults' lives that are holding them back from living a life of health in school, business, relationships, and nutrition.
- Build a foundation with the right system, support, and accountability for success.

- Help clients with nutritional lifestyle changes for optimum health in their bodies; mentally, physically, spiritually, and emotionally.
- Assist my clients in relieving stress and anxiety in their lives.

Solar Roast Coffee June 2018 to April 2019 **Director of Retail Operations**

Pueblo, CO

- Assessed production schedules, drawings and materials to better understand job specifics before project start.
- Completed owner paperwork and created all necessary information, including store standards, menu and recipe guidelines, employee training standards for both front of the house and back of the house, and overall all necessary standards for operating store cafes.
- Trained new team members on various navigational duties, including training store managers and store employees and provided support and mentoring.
- Successfully led key projects which resulted in 67% increase in sales for our existing 1st location. As well as brought in 3x's the projected revenue for our second location. Increasing overall sales by 50% for year over year projections.
- Mentored Store Managers to align performance with core customer service values and encourage career development.

Sysco Foods of Denver June 2012 to June 2018 **Sales Associate**

Pueblo, CO

- Listened to customer needs and preferences to provide accurate advice.
- Computed sales prices, totaled purchases and processed payments.
- Remained apprised of emerging trends in technology devices and products and provided informative customer service to assist in product selection.
- Provided customers with thorough information on product care and use.
- Exceeded specific team goals and resolved issues by partnering with staff to share and implement customer service initiatives.
- Assisted in managing day-to-day business operations, including selling various food and business products by explaining unique features and educating customers on proper application of products.
- Provided customers with unparalleled service and support for both in stock and back-ordered items, including placing special orders and calling other stores to find desired merchandise.
- Built and maintained effective relationships with peers and upper management to drive team success toward common sales, service and operational goals.

Pueblo Convention Center May 2008 to June 2012 **Banquet and Beverage Manager**

Pueblo, CO

- Communicated with venue personnel to coordinate event logistics.
- Developed highly effective wait staff and kitchen personnel.

- Managed an efficient, friendly and effective crew of 50 employees.
- Assisted in preparing for special functions and banquets by setting up and taking down tables and chairs and decorating.
- Evaluated department conditions and operations to determine strengths and areas for improvement.
- Interviewed, hired and trained new associates.
- Balanced tills, handled cash, processed credit card payment batches and prepared bank deposits.
- Communicated and exemplified the company's vision and goals.
- Managed customer service by training staff, overseeing operations and resolving issues in a timely manner.
- Communicated effectively with kitchen staff regarding customer allergies, dietary needs and other special requests.
- Produced accurate and thorough management reports.
- Delegated tasks to team members to optimize productivity.
- Analyzed costs and competitive retail strategy.

## **Education and Training**

Centennial High School: 1994-1998

**High School Diploma** Pueblo, CO

Pueblo Community College: 1998-2000

**Science** Pueblo, CO

Health Coach Institute: 2018-2019

**Certification, CHC: Health and Life Coach** Boise, ID

**Certification, TCM: Transformational Coach** Boise, ID

HMBA Health Mastery Program Certification 2019-current

Certification: ServSafe Food Handlers Safety 2019-2022

## **References:**

Suzy Chiapetta

Colleague

20 years

719-989-0098

Henry Bogacz

Former Corporate Trainer- Sysco Denver

7 years

303-946-9920

Larry Archuletta

Colleague

25+ years

719-250-0603