

Melanie Boczarski

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Professional Summary

Empathetic, structured, and results-driven Happiness Life Coach with over a decade of experience in relationship management, personal development, and client accountability. Expert at guiding individuals through intentional living frameworks, mindset shifts, and sustainable goal setting. Proven track record of creating high-impact content, designing actionable growth strategies, and fostering safe, supportive spaces that empower clients to overcome obstacles and unlock authentic fulfillment.

Core Competencies

- **Life Coaching & Accountability:** Goal-setting frameworks, intentional living, habit formation, and personal development strategy.
- **Mindset & Well-being:** Gratitude practices, cognitive reframing, positive psychology principles, and daily affirmation techniques.
- **Relationship & Client Management:** Active listening, conflict resolution, empathetic communication, and collaborative relationship development.
- **Digital Content & Branding:** Multi-platform social media strategy (Instagram, TikTok, Facebook, YouTube), video content creation, and community engagement.
- **Workshop Facilitation & Scaling:** Group coaching dynamics, digital product creation, outreach systems, and presentation delivery.

Professional Experience

Founder & Happiness Life Coach | *Independent Practice* | November 2021 – Present

- **Client Transformation:** Provide dedicated 1:1 and group coaching sessions focused on empowering middle-aged women to cultivate joy, practice daily gratitude, and live with clear intention.
- **Content Strategy & Brand Growth:** Design and execute a comprehensive digital brand presence across TikTok, Instagram, Facebook, and YouTube to share actionable personal development insights and build an engaged online community.
- **Program Development:** Design transformative coaching frameworks, daily habit trackers, and empowering affirmation tools tailored to client growth and self-discovery.
- **Client Retention & Support:** Build trusted, long-term relationships through deep active listening, structured goal assessment, and consistent accountability checkpoints.

Leasing and Marketing Support Specialist | *Collegiate Village – Buffalo, NY* | March 2022 – Present

- **Multi-Site Relationship Management:** Serve as a trusted advisor across multiple properties, utilizing high-level emotional intelligence and communication skills to

navigate complex customer journeys, support diverse populations, and resolve high-stakes conflicts.

- **Remote & Local Leasing Operations:** Drive daily leasing operations and lead prospective residents through seamless lifestyle transitions for both the Buffalo and Collegiate Village Potsdam communities.
- **Guided Onboarding & Compliance:** Lead applicants through the approval process, thoughtfully managing each step of the lease documentation to provide a highly organized, supportive, and welcoming onboarding experience.
- **Scalable Outreach Systems:** Developed and executed high-volume digital communication systems, including targeted outreach campaigns to hundreds of prospective clients, to drive engagement and maximize client acquisition.
- **Sales & Virtual Presentations:** Conduct dynamic, personal presentations and guided property tours—both in-person and virtually—that connect directly with prospective residents' unique needs and desires.

Contact Tracer | *Erie County Department of Health – Buffalo, NY* | Sept 2020 – March 2022

- **Crisis & Empathetic Communication:** Conducted sensitive, confidential phone consultations during high-stress situations, providing a calm, grounded presence and clear emotional support.
- **Data Organization:** Managed and documented detailed personal and health data with absolute meticulousness, ensuring privacy and regulatory compliance.

Licensed Life and Health Insurance Agent | *USHealth Advisors – Buffalo, NY* | March 2019 – Nov 2019

- **Consultative Relationship Building:** Developed immediate trust and deep rapport with a highly diverse, nationwide client base purely through remote verbal communication.
- **Client Needs Assessment:** Conducted detailed discovery conversations to understand clients' core pain points, fears, and long-term goals, matching them with tailored lifestyle solutions.

Administrative & Office Assistant Roles | *Various Companies – Buffalo, NY* | 2014 – 2020

- **Structured Goal Tracking:** Coordinated schedules, managed critical timelines, and built data tracking frameworks to support long-term organizational and client success.
- **Process Implementation:** Formulated and executed system-wide record and filing optimizations to streamline workflows and protect sensitive personal information.

Education

Bachelor of Arts in English | *SUNY Buffalo* | Buffalo, NY

Licenses & certifications

Professional Life Coach Certification | *Transformation Academy* | February 2022