

Kira Britt Maixner

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Master USCG Merchant Mariner and American Sailing Association Sailing Instructor with extensive sailing experience in the San Francisco Bay, on the Pacific Ocean, Gulf of the Farallones, N. American Coast from California to Mexico, Grenada and abroad, including an Atlantic and two Pacific Crossings.

MMCI Reference Number: 6065301 | ASA Instructor Number: 2014006187

Maritime Certifications

Certifying Body:	Level:	Date Earned:
USCG Merchant Mariner Credential	OUPV Near Coastal	June 2018
USCG Merchant Mariner Credential	100 Ton Masters Inland	April 2020
American Sailing Association	101, 103, 104, 105, 106, 118, 114, 116	2014 - 2020
American Sailing Association	201, 203, 204, 205, 206, 218, 214, 216	2018 - 2021
BackCountry Medical Guides	Advanced First Aid/CPR:AED for Mariners	October 2022

Summary of Sea Time

Inland Nautical Miles: Too many to count | Offshore Nautical Miles: ~12,000 nm

Vessel	Position	Location	Days	Dates
Spencer 44, Sloop	Capt./Instructor	Pacific Ocean	40	May 2022 - Present
Monohulls, 30' - 42'	Capt./Instructor	San Francisco Bay	460	May 2018 - Present
Catamaran 38' - 40'	Capt./Instructor	SF Bay/Pacific Coast	20	May 2020 - Present
S2 11.0M A (36' Sloop)	Owner	San Francisco Bay	100	Oct 2021 - Present
USA 76 (84ft IACC yacht)	Senior Crew	San Francisco Bay	160	April 2017 - Present
Norsemen 44.7	Crew	Pacific/Hawaii/Alaska	42	May/June/July 2023
Bavaria Vision 45	Crew	Atlantic/EU/ Caribbean	30	November 2022
One-Design Vessels	Crew/Driver	SF Bay/Pacific Coast	300	May 2014 - Present
64 ft. Power Catamaran	1st Mate	Pacific Ocean	34	May 2018 - April 2020

Employment Experience

Modern Sailing School and Club | Sausalito, CA | Sailing Instructor

May 2018 - Present | Tools Used: B&G Instruments, Garmin Instruments, Navionics, PredictWind Weather and Routing

My time at Modern Sailing began when I joined the club and took my first sailing courses. Eventually I earned my MMC and became a Senior Instructor. I began teaching in 2018 and have logged over 500 days and countless nautical miles in the San Francisco Bay instructing new and seasoned sailors. I instruct all of the school's "on-the-water" offerings including Basic Keelboat and Advanced Coastal Cruising (offshore) Courses, Racing Clinics, and Sail Trim, mooring, navigation and Docking Clinics.

Beginning in May of 2022, I logged approximately 1,500 nautical miles along the California Coast from Drakes Bay to the Gulf of the Farallones to Monterey Bay leading our Coastal Navigation and Advanced Coastal Cruising Courses.

Modern Sailing School and Club Sausalito - Cust Service, Sales and Marketing Rep., Club Manager, & Asst. School Director

April 2017 - May 2023 | Tools Used: Google Suite, Microsoft Suite, Mindbody, QuickBooks Workforce, Gusto, Canva, Adobe Suite
In addition to instructing, I have filled multiple roles at the company leading me to be a key player at Modern Sailing and one of the only employees who could develop, launch, market, sell, transact, and teach our product offerings. I managed a team of five Customer Service and Sales Representatives as well as the day to day operations of the club and client interactions. I oversaw and implemented all marketing initiatives, ad spend, social profiles and website search engine optimization. Additionally, I recruited, trained and mentored members of our instructing staff. I collaborated with senior members of the company to develop programs and policies including our Fleet Manager, COO and CEO. Highlights of my time in an operations role include:

- Development and launch of various skills clinics and programs including the club's first women's sailing program "Wind and Women" - ASA courses taught by and for women. Developed and launched a three-part webinar series during the 2020 COVID-19 shut down and lull in activity.
- Club Management post COVID-19 during 2021 and 2022 two of the most historically busy years of the clubs history resulting in 25% member growth and 2X revenue growth.
- Club Management during a partnership and beginning stages of a merger with a local sailing school

ACsailingSF | Pier 39, San Francisco, CA | Senior Crew & Marketing Consultant

April 2017 - Present

Marketing Consultant and Senior Crew on retired IACC America's Cup Challenger that tours San Francisco Bay. I worked all positions from stem to stern including bow, jib and main trim, and running backstay management. Provided excellent customer service for both public and private parties of 10 - 25 people for 2.5 hour tours, team building events or races. Assisted in yacht maintenance throughout the season and during haul out periods, including bottom painting, winch services, and sail repairs.

Boltrope Media Digital Marketing Consultancy | San Francisco, CA | Owner & Operator, Marketing Consultant

April 2017 - 2020 | Google Suite, Canva, Adobe Suite, Microsoft, Latr, Meta Business, Yelp, Wix, Wordpress, Mindbody

Owned my own marketing consultancy that specialized in Maritime Leisure and Tourism in the Bay Area. I managed all marketing efforts for small businesses including implementation of website SEO, Social Media profile management (Facebook, Instagram, LinkedIn, Yelp, and Google Business), advertisement budget, strategy, and management. I also designed marketing collateral and wrote weekly or monthly newsletters for audiences with 1 - 35K recipients. Public Relations strategy and implementation.

San Francisco Whale Tours | Pier 39, San Francisco, CA | 1st Mate | 2018 - 2020

GetMyBoat, Global Boat Rental Platform | San Francisco, CA | Founding Team, Head of Digital Communications | 2013 - 2017

References Available Upon Request