

VANESSA FORD

Passionate Fitness Director

@johndoe@email.com • Chicago, IL



SUMMARY

Certified Fitness Instructor/Personal Trainer with experience in delivering SeniorFITness programs, promoting and marketing program services, coordinating individual exercise programs, and achieving company benchmarks for participant utilization and satisfaction. Committed to improving overall health and well-being of older adults through fitness and wellness programs.

EXPERIENCE

Fitness Director

SeniorFITness

📅 Ongoing • Chicago, IL

Delivered SeniorFITness wellness programs and fitness services to participants while representing Symbria Rehab Core Values resulting in increased program enrollment and participant satisfaction

- Provided education sessions to participants and staff on benefits of program services resulting in increased program enrollment
- Completed enrollment and medical screening process for each participant according to Best Practice Standards resulting in accurate records of attendance and unduplicated counts (Master List) of participants by each site
- Scheduled and conducted fitness assessments and record data into Fitness Outcome Measurement System resulting in tracking and reporting statistics related to all biometric testing/utilization on weekly basis

Fitness Instructor

Gold's Gym

📅 Date period • Chicago, IL

Designed and implemented personalized fitness programs for clients resulting in increased client retention and satisfaction

- Conducted fitness assessments and created personalized workout plans based on client goals and fitness levels resulting in improved client retention
- Provided guidance on proper exercise techniques and safety measures resulting in increased client satisfaction
- Maintained accurate records of client progress and provided ongoing support and motivation resulting in improved client retention and adherence to exercise program

Personal Trainer

Fitness Together

📅 Date period • Chicago, IL

Provided one-on-one training sessions to clients resulting in improved overall health and fitness levels

- Designed and implemented personalized fitness plans based on client goals and fitness levels resulting in improved client satisfaction
- Provided guidance on proper exercise techniques and safety measures resulting in decreased risk of injury and improved client retention
- Maintained accurate records of client progress and provided ongoing support and motivation resulting in improved client retention and adherence to exercise program

EDUCATION

Bachelor's degree in Exercise Physiology

University of Illinois at Urbana-Champaign

📅 Date period • Champaign, IL

STRENGTHS



Effective Communicator

Consistently delivers clear and concise messages resulting in increased team productivity



Results-Driven

Achieved 20% increase in program participation by developing targeted marketing strategies



Collaborative

Developed strong relationships with healthcare providers resulting in increased client referrals

SKILLS

Fitness Program Development

Fitness Assessments

Personal Training

Group Exercise Instruction

Client Education

Marketing and Promotion

Data Analysis and Reporting

Emergency Procedures and Safety Protocols

ACHIEVEMENTS



Increased Program Participation

Developed targeted marketing strategies resulting in a 25% increase in program enrollment over 6 months



Improved Client Outcomes

Developed evidence-based exercise programs resulting in a 30% reduction in falls and an overall improvement in participant health