



Contact

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- Somerset West, Western Cape
- Drivers
- English

Education

- Certificate Web & Mobile Designer in 2023: UX/UI, Figma, & more (Udemy & ZTM Academy)
- Bsc(Hons) Biokinetics 2007-2008 (UKZN)
- Sports Science Degree 2004-2006 (UKZN)
- Diploma Sports science & exercise 2003 (Reebok)
- Life coaching level 1 2012 (Catalyst Coaching)
- Functional Patterns 2022
- Registered with HPCSA
- Attended High school 1998- 2002

Skills

- UI/UX
- Visual Design
- Wireframes
- Storyboards
- User Flows
- Empathy Map
- HTML
- CSS
- Figma
- Canva
- Word Press
- Sales

Kirsten Groenewald

I am a driven, hard-working individual, with a strong work ethic. I have been in the fitness industry since 2004. From running and owning a private gym, my skills include managing and mentoring trainers. As well as running the finances, social media, website, and interpersonal connections, with all the clients including training my own. I established a loyal and consistent client base over the years. I love business and all that it involves. I used my creativity and design in creating my own adverts, managing and making changes to my website, and keeping on top of the marketing. For every client we had to sell our services and hand over money upfront by believing what we offered was of excellence,

Work Experience

Online training & Content Creation

Dec 2022 - Current

Trainer & Designer

Working with clients online with all fitness ranges and abilities. I have concurrently been working on projects, and websites with design as a focus using HTML, CSS, and Javascript as well as Figma to reach my desired outcomes.

Owner of a private gym KH Engineering Fitness

Feb 2019 - Dec 2022 Left due to relocation to Western Cape

I managed and grew my business through growing my private client base and classes. I then managed 3 highly specialized trainers in their field to help me grow my business reach. I had to use creative ways to reach my clients through marketing, branding, and selling services that would attract customers. I found that having a good professional website was the best means of becoming a trusted name and authenticating my services. I managed all the online bookings, updates, and social media related to the website that was hosted on WordPress using Elementor. I worked with a web developer to set up a professional website which in turn I sold to the new owner. In 4 years my brand became a trusted and respected one in the community. Brand loyalty is of high value to me and working to create and develop that is a priority. This always entails striving for the best customer service one can offer. I learned about long hours and hard work to keep the gym growing even through COVID times.

Trainer at Velocity

Feb 2016 - Jan 2019 I left as I outgrew the space and started my own gym.

I was in charge of the floor space and worked with many ranges of clients. Based on their needs and goals, I developed suitable programs to help them accomplish their goals.

Group Classes and personal Training

March 2010 to current

I started small with a few clients and my journey grew from there. I worked outdoors for many years and in people's homes until I grew into my own private gym in 2019.



VALUES

- Responsibility
- Loyalty
- Commitment
- Punctuality
- Integrity
- Excellence
- Hard work
- Teamwork

Owning a business has taught me:

Running my own business has taught me many skills. I have been constantly forced to think of solutions and to think outside the box. Every day is a sales pitch to keep the clients coming back. I learnt empathy to feel what the clients were going through emotionally, what their needs were and how they could be met. This was in order to hear what they wanted and not to create a cookie-cutter response.

I learnt that having a loyal customer base is priceless: they were there through the bad times (COVID, and riots) and were there for the good. They refer new customers which brings in the good quality clients one needs. Everything I have learnt in the business, I had to learn the hard way. It was not taught at University, but rather through mistakes and making corrections.

I have learnt that showing up is important; that no matter what you are feeling; no matter the cold weather and time of day, you are there giving your best. Even if one person arrives. That perseverance is what crafts success and stickability.

Creativity is one thing one leans on a lot, to think of creative ways to get people to buy your brand's merchandise and make money, to make a client want what you have and to see what works to attract a client on social media is essential. As are learning and being teachable to adapt to the ever-changing times.

Lastly, making the client your priority and giving them the best service is paramount. This means from the first point of contact and how you follow up: making sure they feel included in the environment not an outsider. I value loyalty as it reflects the service and trust a client puts in me. I have had clients who were with me from the start of my business for over 12 years until I sold my gym and some who have even stuck with me online.

MY PORTFOLIO



REFERENCES

Inky Daly (Client): 083 650 6817

Shannon Lang (Client): 082 928 8634

Travis Warrick-Oliver (Trainer): 082 585 3966

Lee-Ann Jones (Client): 082 928 8634

Wayne Raman (Trainer): 079 029 4144

Matt Dove (Manager at Velocity): 081 811 7489