

## OWNER/OPERATOR

### Summary

High-performing executive with in-depth knowledge of business operations at all levels. Proficient in sales, budgeting, and customer relations. General Manager of an elite gym. Responsible for sales goals, daily operations, member retention, hiring and developing staff. Client-focused Personal Trainer for over 22 years with an emphasis in human development and performance.

### Highlights

- Sales new/existing - Interpersonal and organizational skills
- Leadership/communication skills - Small business development
- Client account management - Commitment to quality and service
- Profit center development
- Core Accomplishments
- Business Development:
  - Successfully started and grew a functional training facility to gross revenues of 325,000 annually.
  - Developed into a general manager for leading fitness company responsible for annual budget \$XXXM
  - Hired and managed health and fitness professionals for multiple facilities.
  - Marketed, built and maintained personal clientele base.
  - Participated in community events and fundraisers.
  - Traveled and competed as a professional fitness and physique athlete.
- Staff Development:
  - Educated new hires on sales, budgets, fitness assessment, program design and equipment overview.
  - Educated and enforced policies, procedures and responsibilities for each job position.
- Customer Service:
  - Ensured superior customer service/retention by being reliable, professional and obtaining goals for clients.
  - Able to handle customer service issues for leading fitness company and retain members/clients.
- Financial Management:
  - Personally responsible for developing and achieving budgets.
  - Responsible for entire staff achieving sales quotas on a daily, weekly and monthly basis.
  - Monitoring vendor expenses for operations.

### Accomplishments

- Successfully started own business.
- Worked from an hourly employee to being General Manager of leading fitness company.
- IFBB professional fitness athlete.

### Experience

06/2006 to 08/2015

Owner/Operator Company Name - City , State

- Started and managed the premier functional training studio in Orange County, CA.
- Trained clients one-on-one to achieve health and fitness goals.

01/2002 to 06/2006

General Manager/Master Trainer Company Name - City , State Managed leading private personal training studio in Orange County, CA.

02/1997 to 10/2001

General Manager Company Name - City , State

- Developed within each department (group exercise, personal training, sales, operations).
- until promoted to upper management.

Education

1996

Masters : Exercise Science Human Performance Emphasis University of Wisconsin - City , State  
Exercise Science Human Performance Emphasis

1994

Bachelors : Exercise Science University of Wisconsin - City , State Exercise Science Strength  
and Conditioning Emphasis

Skills

- Sales & account management
- Budget development and achievement
- Interpersonal communication skills
- Client retention, customer service
- Leadership, organizational skills
- Comprehension of policies & procedures
- Business, self development, staff development
- Financial management, general manager