

## CERTIFIED FITNESS TRAINER

### Professional Summary

Energetic knowledgeable Fitness Professional with 10 years of experience creating and implementing fitness programs designed to accommodate a client's needs and requirements. Results oriented Fitness Professional with a passion for designing programs that improve fitness, increase stamina, develop a sense of well being as well as healthy lifestyle. Ability to motivate and inspire clients regardless of fitness level or experience while encouraging them to make habits that are life changing. Core Qualifications Extensive experience developing High energy and passion for building wellness programming, including group relationships with members. exercise, personal training, weight loss ISSA Personal Trainer Certification. classes and youth fitness. Specialist in Fitness Nutrition. Hands-on experience providing exercise CPR and AED Certified. prescription for post cardiac rehab and YMCA Healthy Back Instructor. physical therapy patients. Strong leadership skills in fitness operations .Accomplishments Launched a unique \$8M YMCA/Hospital collaboration from the ground floor. Developed North Carolinas first XRKade Interactive Fitness Zone leading to national recognition. Doubled sales within the first 60 days. Led efforts to increase membership from 1,500 to 2,700. 80 % closing percentage leading our club 3 consecutive months. Collaborated with ASU HEPELS Department to seek \$1M in federal funding to fight obesity Designed YMCA Corporate Wellness Challenge securing sponsorship/participation from 10 major companies.

### Experience

#### Certified Fitness Trainer

July 2013 to October 2015 Company Name - City , State

- Lead and manage department operations.
- Deliver exceptional customer experience by being a friendly, available, customer focused, excited team member.
- Provide technical support based on in-depth product knowledge to other associates and customers on all exercise/fitness merchandise.
- Drive sales through community involvement by building relationships with health organizations and hospitals.
- Consistently promote company programs including warranty sales, scorecard, private label credit card, etc.

#### Personal Trainer & Lead Fitness Consultant

November 2014 to September 2015 Company Name - City , State

- Built clientele base by providing customized fitness programs including proper nutrition, cardiovascular exercise, resistance training to help members achieve their fitness goals.
- Promoted and sold memberships to potential members.
- Generated sales leads through walk-ins, TI's and promotions.
- Conducted appointments with members including assessments, nutritional counseling, instruction on proper form of exercises.
- Consult with members to define needs and formulate appropriate solutions to achieve desired fitness goals.
- Determined members' current physical status based on personal health and physical history.
- Designed individual exercise program consistent with the members' personal fitness and exercise goals.

#### Fitness Manager, Personal Training Sales Manager

September 2011 to June 2013 Company Name - City , State

- Oversaw the day-to-day operations doubling sales within first 60 days through staff training/coaching, superior member service and relations as well as high standards for facility maintenance and cleanliness.
- Hired, trained and supervised group exercise, personal training and membership sales team.
- Provided one-on-one personal training session for all new members.
- Generated interest and promoted sales for the Personal Training Program.
- Created goal specific exercise plans with both short and long term member goals.
- Worked to get more customers into the club and constantly expand the number of members.

## Fitness Consultant

January 2011 to September 2011 Company Name - City , State

- Provided exceptional customer service for 24-hour "judgment free" 6,000 member fitness facility.
- Responsible for membership sales, tours, phone inquiries, facility cleanliness and management as well communicating policies in a positive manner.
- Worked independently utilizing strong judgment and decision making skills while providing encouragement and motivation to all members.
- Creativity and flexibility were put to the test as this position worked single handedly manning the operation at night.

## Health and Wellness Director

May 2007 to March 2010 Company Name - City , State

- Delivered exceptional member service and programs for 1300 households.
- Hired, trained and supervised group exercise, personal training, wellness, and membership team members.
- Developed \$800,000 budget as well as creating a marketing plan and promotional materials.
- Designed and delivered maintenance programs for Cardiac Rehab and Physical Therapy graduates.
- Provided fitness assessments, health risk appraisal and one-on-one personal training.
- Developed "Positive Attitude" Weight Loss Program for significantly overweight participants.
- Implemented and delivered YMCA Healthy Back Program.
- Established Membership Retention and Recruitment "Best Practices." Partnered with ASU to study physical exertion levels with XRKADE vs.traditional activity among elementary students.
- Created and promoted Total Health Program offering nutrition and wellness in collaboration with area health care providers.

## Education

Bachelor of Science Degree : Recreation Management Marketing Appalachian State University - City , State Recreation Management Marketing

## Skills

budget, coaching, counseling, Creativity, credit, customer service, decision making, staff training, facility maintenance, instruction, marketing plan, Physical Therapy, policies, promotional materials, Recruitment, sales, technical support, phone