

# SHANNON BIRCH

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## PROFESSIONAL SUMMARY

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Dedicated Exercise Scientist and experienced Personal Trainer with over a decade of experience in fitness, health coaching, and business management. Proven track record of building successful fitness businesses from the ground up, with strong expertise in sales, marketing, and client transformation. Background in both corporate wellness environments and boutique studio management.

## WORK EXPERIENCE

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### Founder & Head Coach

2020 - Present

Plant Based Balance / Coco's Personal Training    Remote / Australia

- **Hybrid Business Model:** Founded and operated a dynamic fitness business combining a boutique personal training studio with a robust online coaching platform.
- **Current Operations (Plant Based Balance):** Currently running a fully remote, tech-enabled health coaching business serving clients globally with custom protocols and meal plans.
- **Online Coaching:** Successfully delivered online fitness programming and nutritional support to clients alongside in-person training since 2020.
- **Client Success:** Delivered high-touch training to hundreds of clients, specializing in perimenopause support, plant-based nutrition, and sustainable lifestyle changes.
- **Operations Management:** Managed all aspects of daily business operations including sales, digital marketing, financial planning, and client retention strategies.

### Personal Trainer

2019 - 2020

TriFusion    Melbourne, VIC

- Delivered personalized fitness training and group instruction.
- Designed high-intensity and resistance training programs for diverse client needs.

## Personal Trainer & Group Fitness Instructor

2017 - 2019

Centre Health Management Melbourne City, VIC

- Worked in a corporate health environment delivering fitness solutions to professionals.
- Instructed large group classes (up to 20 participants) including HIIT and small group resistance sessions.
- Provided one-on-one personal training tailored to individual health goals.

## Retail Associate

2015 - 2016

ALDI Stores Australia

- Executed daily retail operations in a fast-paced environment.
- Maintained high standards of customer service and efficiency.

## EDUCATION

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### Bachelor of Exercise Science

2011 - 2014

Griffith University Southport, QLD

## CORE COMPETENCIES

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|-------------------------------------|-----------------------------------|
| • Personal Training & Group Fitness | • Corporate Health & Wellness     |
| • Business Management & Operations  | • Program Design (HIIT, Strength) |
| • Sales & Marketing Strategy        | • Client Relations & Retention    |