

# SHANNON BIRCH

Email: shannon@plantbased-balance.org | Ph: 0478 209 395 | Location: Gold Coast, QLD

---

Hiring Manager  
Jetts Fitness Gold Coast

## RE: Application for Club Manager / Fitness Professional Opportunities

Dear Hiring Team,

I am writing to express my strong interest in the **Club Manager** position with Jetts Fitness Gold Coast. I am particularly interested in the opportunities at your **Burleigh Heads** or **Mermaid Beach** locations, but am open to vacancies across your network including Robina and Palm Beach.

With over a decade of experience in the fitness industry, including six years founding and operating my own successful boutique studio and online coaching platform, I bring a unique blend of "owner mindset," operational expertise, and hands-on coaching passion that aligns perfectly with Jetts' mission to inspire better lives.

While my primary goal is to bring my leadership experience to a **Full-Time Club Manager** role, I am also highly keen to apply for the **Hybrid Personal Trainer / Club Assistant** role. The opportunity to combine consistent income and operational duties with coaching is very appealing, and I believe my background makes me uniquely qualified to excel in this dual capacity immediately.

### **Why I am the ideal fit for the Jetts Team:**

- **Proven Leadership (Club Manager Focus):** As the owner of *Coco's Personal Training*, I managed the entire business lifecycle—driving membership growth, managing P&L, and ensuring industry-leading standards. I understand exactly what is required to "drive operational performance" and "own" a club's success.
- **Community & Culture:** I firmly believe that a gym is only as strong as its community. I have years of experience building inclusive, high-energy cultures where members feel like family. I pride myself on being a leader who "leads from the front," equally comfortable mentoring a team as I am rolling up my sleeves to ensure the club is safe and welcoming.
- **Operational Excellence (Hybrid/Assistant Focus):** I am reliable, proactive, and have extensive customer service experience. I am comfortable with systems (Google Suite, CRM tools) and social media marketing, ensuring I can support the Club Manager effectively from day one.

I am seeking a role where I can step into an established team and drive results without the need to build a new independent client base from scratch. I am actively looking for a long-term home where I can apply my extensive industry experience to help your club succeed.

I hold a Bachelor of Exercise Science and all necessary certifications (Cert III/IV, First Aid, CPR). I would love the opportunity to discuss how my background as a gym owner and operator can translate into success for Jetts Gold Coast.

Thank you for your time and consideration.

Sincerely,

**Shannon Birch**