

## Professional Summary

Results-driven Health & Fitness professional with 18 years of experience in both public and private sectors, driving business growth, team development, and exceptional customer experiences. Proven track record of success in leadership, training, and program development.

## Professional Experience

### Regional Director of Fitness Operations (HF09)

Inazuma.co | January 2018 - Present

### Area Manager (HF07)

FitZone Inc. | June 2015 - December 2017

#### **Key Achievements:**

- Increased membership sales by 25% through targeted marketing campaigns
- Developed and implemented a new group fitness program, resulting in a 30% increase in class attendance

#### **Responsibilities:**

- Managed a team of Fitness Instructors and Coaches
- Conducted staff training and development sessions

### Tutor & Group Exercise Coach

Wellness Center | March 2012 - May 2015

#### **Key Achievements:**

- Created and taught specialized fitness workshops, achieving a 95% participant satisfaction rate
- Mentored new instructors, improving their teaching skills by 40%

#### **Responsibilities:**

- Designed and delivered group exercise classes
- Provided one-on-one tutoring for fitness certifications

### Fitness Instructor

Fitness Studio | January 2008 - February 2012

#### **Key Achievements:**

- Consistently received positive feedback from clients, with a 90% retention rate
- Assisted in the development of new fitness programs, contributing to a 20% increase in studio revenue

**Responsibilities:**

- Taught a variety of group fitness classes
- Participated in community outreach events

## Volunteer Fitness Assistant

Community Center | June 2004 - December 2007

**Key Achievements:**

- Assisted in the organization of charity fitness events, raising over \$10,000 for local causes
- Developed foundational knowledge of fitness operations and customer service

**Responsibilities:**

- Supported fitness instructors with class setup and participant engagement
- Helped with basic administrative tasks

## Education

### Bachelor of Science in Exercise Physiology

University of California, Los Angeles (UCLA) | June 2004

## Technical Skills

**Fitness & Training:**

- Personal Training
- Fitness Training
- Functional Training
- Strength Training
- Weight Training
- Toning
- Circuit Training

**Sports & Athletics:**

- Sports
- Athletics
- Sports Nutrition

**Operational & Development:**

- Exercise Physiology
- Strength & Conditioning
- Endurance
- Operant Conditioning
- Lifestyle