

## Professional Summary

Results-driven Health & Fitness professional with 10+ years of experience in leading high-performing teams and driving business growth through innovative wellness initiatives. Proven track record of success in program development, team management, and client satisfaction. Currently holding a senior leadership position at Inazuma.co, leveraging expertise to shape the company's health and fitness strategy.

## Professional Experience

### Director of Health & Fitness (HF09)

Inazuma.co | January 2020 - Present

### Senior Fitness Manager (HF07)

FitZone Inc. | June 2018 - December 2019

#### **Key Achievements:**

- Increased membership retention by 25% through targeted engagement programs.
- Developed and launched a new group fitness program, resulting in a 50% increase in class attendance.

#### **Responsibilities:**

- Managed a team of 10 fitness instructors.
- Coordinated with the marketing team to promote fitness services.

### Fitness Program Coordinator (HF05)

Wellness Center LLC | March 2015 - May 2018

#### **Key Achievements:**

- Created and implemented a corporate wellness program for a major client, leading to a 30% reduction in their healthcare costs.
- Improved customer satisfaction ratings by 20% through enhanced program offerings.

#### **Responsibilities:**

- Assisted in the development of new fitness programs.
- Provided support for event planning and execution.

### Personal Trainer (HF03)

Fitness Frenzy Gym | January 2012 - February 2015

**Key Achievements:**

- Consistently met or exceeded monthly sales targets for personal training sessions.
- Developed and maintained a loyal client base with a 90% retention rate.

**Responsibilities:**

- Conducted one-on-one and group training sessions.
- Participated in gym events and promotions.

## Education

**Master of Science in Exercise Science**

University of California, Los Angeles (UCLA) | December 2011

**Relevant Coursework:**

- Exercise Physiology
- Biomechanics of Movement
- Sports Nutrition

## Technical Skills

**Fitness & Wellness:**

- Program Development
- Team Management
- Client Engagement Strategies

**Business Operations:**

- Budgeting & Financial Management
- Marketing & Promotion
- Event Planning

**Software Proficiency:**

- Fitness Management Software (e.g., MindBody, ClubReady)
- Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)