

## Professional Summary

Results-driven Health & Fitness professional with 15+ years of experience in driving business growth, leading high-performing teams, and delivering exceptional customer service. Proven track record of success in sales, marketing, and product distribution within the health and wellness industry. Skilled in exercise physiology, nutrition, and wellness coaching, with a passion for empowering individuals to achieve their fitness goals.

## Professional Experience

### **Regional Director - East Coast Operations & Senior Account Manager**

Inazuma.co (Health & Fitness Network) | January 2018 - Present

### **National Sales Manager**

FitCorp Inc. | June 2015 - December 2017

#### **Key Achievements:**

- Increased sales revenue by 35% within the first year through strategic account management and new business development.
- Developed and executed a national sales strategy, resulting in a 25% expansion of the company's customer base.

#### **Responsibilities:**

- Led a team of 10 sales representatives across the US.
- Managed key accounts and identified new business opportunities.

### **Fitness Director & Wellness Coach**

Wellness Solutions LLC | March 2012 - May 2015

#### **Key Achievements:**

- Designed and implemented a wellness program, leading to a 40% increase in client engagement and a 20% reduction in employee turnover.
- Collaborated with the marketing team to launch a successful social media campaign, increasing followers by 500% in 6 months.

#### **Responsibilities:**

- Developed and taught group fitness classes and workshops.
- Provided one-on-one wellness coaching and nutritional counseling.

## **Strength & Conditioning Coach**

Sports Performance Academy | September 2008 - February 2012

### **Key Achievements:**

- Contributed to a 30% increase in athletic team wins through tailored strength and conditioning programs.
- Assisted in the development of a sports nutrition program, resulting in improved athlete performance and recovery.

### **Responsibilities:**

- Created and implemented strength and conditioning programs for various sports teams.
- Conducted sports nutrition workshops for athletes and coaches.

## **Education**

### **Master of Science in Exercise Physiology**

University of Pennsylvania | May 2008

### **Relevant Coursework:**

- Exercise Physiology
- Sports Nutrition
- Biomechanics
- Research Methods

## **Technical Skills**

### **Fitness & Wellness:**

- Fitness Training
- Strength Training
- Weight Training
- Athletics
- Wellness Coaching

### **Nutrition & Counseling:**

- Nutrition
- Sports Nutrition
- Nutritional Counseling

### **Business & Leadership:**

- Public Speaking

- Coaching
- Sales Strategy
- Team Management

**Software & Tools:**

- CRM Software
- Social Media Management Tools
- Microsoft Office Suite