

Professional Summary

Results-driven Health & Fitness Program Manager (HF10) with 10+ years of experience in the wellness industry, leveraging expertise in Wellness Coaching, Fitness Training, and Health Promotion to drive community engagement and business growth. Proven track record of successful program development, event planning, and team leadership.

Professional Experience

Senior Program Manager - Health & Wellness

Inazuma.co | January 2020 - Present

Program Manager - Fitness Services

FitCorp Inc. | June 2018 - December 2019

Key Achievements:

- Increased program participation by 30% through targeted marketing and community outreach
- Developed and implemented a new group fitness program, resulting in a 25% increase in revenue

Responsibilities:

- Managed a team of fitness instructors and personal trainers
- Coordinated fitness events and workshops for corporate clients

Wellness Coach

Wellness Wise | January 2015 - May 2018

Key Achievements:

- Achieved a 90% client retention rate through personalized coaching and support
- Collaborated with the marketing team to develop a social media campaign, increasing followers by 50%

Responsibilities:

- Provided one-on-one wellness coaching to clients
- Developed and led group wellness workshops

Personal Trainer

Fitness Frenzy Gym | June 2012 - December 2014

Key Achievements:

- Consistently met or exceeded monthly sales targets for personal training sessions
- Developed and implemented a new small group training program, resulting in a 20% increase in revenue

Responsibilities:

- Conducted personal training sessions with clients
- Assisted with group fitness classes and events

Education

Master of Science (M.S.) in Sports Management

Barry University | May 2012

Technical Skills

Wellness & Fitness:

- Wellness Coaching
- Fitness Training
- Exercise Physiology
- Strength Training
- Personal Training
- Nutrition
- Cardiovascular Fitness

Business & Operations:

- Program Development
- Event Planning
- Employee Wellness
- Corporate Wellness

Communication & Service:

- Public Speaking
- Customer Service
- Coaching

Digital Tools:

- Social Media
- CPR Certified