

# JOHN (BEAU) WHITMAN

484-542-0542 | beavault18@gmail.com | @beau.whitman

## PROFESSIONAL SUMMARY

I'm a performance coach, digital curriculum designer, and event director with 10+ years of experience creating scalable training systems for athletes, cancer survivors, and underserved communities. I specialize in building innovative, science-driven programs infused with empathy and resilience to elevate physical and mental performance. From national competitions to global digital platforms, I bring a unique blend of elite athletic insight, recovery science, and creative leadership.

## EDUCATION

**Bachelor of Science**, Lehigh University, Bethlehem PA

2012-2016

Major: Design. Concentration in Product, Graphic, and Web. Minor: Entrepreneurship. (GPA 3.37)

## CERTIFICATIONS

GenMax Postural Certification (2023) CSCS Spring (February)(2025). ACE Cancer Exercise Specialist (2021). NASM(2020). CPR(2015-2020). USTFCCCA-SCC (2018). USAW-L1(2018). USAW-L2 (2019). CrossFit Gymnastics(2017). CrossFit L1 (2016). PADI Advanced Open Water Diver (2007). PADI Nitrox Diver (2006). NAUI Scuba Diver (2004). Google UX Design certification (2025) (2025)Google UX Design certification summer (2025)

## Digital/Technical Skills

**Tools:** Canva, Photoshop, After Effects, Squarespace, Salesforce, Maya, canva, illustrator, final cut, figma, capcut, visual studio code, Unity, Blender

**Marketing & Platforms:** Instagram, Facebook, Threads

**Cert Platforms:** Inspire360, Vimeo, Google Docs/Slides, squarespace, wix

## WORK EXPERIENCE (COACHING, LEADERSHIP & MANAGEMENT)

**Vcarecompanion**, Remote, Internship UX/UI Designer

October 2025- Present

- Designed interactive AI-driven trade show presentations using Visual Studio Code and Figma to showcase new healthcare products.
- Partnered with research and sales teams to turn complex data into clear, user-friendly visual stories for booth visitors.
- Built scalable demo systems that captured user insights and improved lead engagement during live events.

**DigitalBulletStudio**, Remote, Animatitor / UI Designer

October 2025- Present

- Built front-end UI for an at-home AI assistant app using Unity and Visual Studio Code, optimized for recycled phones and tablets.  
Created character animations and interactive behaviors in Unity to bring the AI assistant's personality and responses to life.
- Partnered with engineering and product teams to translate hardware limitations into smooth, user-friendly digital experiences.

**Kula Sport Center**, Head Digital Curriculum Designer - Denver (remote)

2024-October 2025

- Built curriculum flow and delivery systems for online certifications in strength, sprint mechanics, and mental performance.
- Produced mobile-first educational content in partnership with NFL coach Brian Kula, targeting elite and youth athletes.
- Contributed to training development for 10,000+ athletes through Colorado Rapids Youth Soccer Club.

**S-10 Training**, New York, NY- Personal Trainer - Recovery/Cancer Specialist,

2020-2025

- Developed post-rehabilitation protocols for cancer survivors and high-risk clients.
- Applied ACE Cancer Specialist framework to progress clients safely through strength and functional fitness goals.
- Integrated mental health coaching into physical programming for holistic recovery.

**Demand Trainer**, Life-Fitness, New York, NY

2019-2021

- Featured on Life Fitness machines worldwide as an on-demand coach for treadmill, elliptical, and HIIT sessions.
- Produced motivational training videos during active cancer treatment, becoming the platform's first coach to do so.
- [Featured by Life Fitness](#)

**Wadapalooza Miami Fitness Festival**, Head Staff Member- CrossFit Sanctioned Competition, Miami, FL

2017-2020

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- Led athlete relations and resolved logistical issues across 3,000+ competitors and multiple competition zones.
- Designed athlete briefing systems and heat schedules to streamline event operations.
- Oversaw coordination of medical, MC, and equipment teams.

## **Flex Events HQ, Director of Operations, - Washington, D.C. & Miami, Florida**

**2016-2020**

- Directed competition logistics, staffing, and athlete experience for regional fitness festivals.
- Led a Guinness World Record campaign with 803 participants and raised \$50K for colon cancer research.
- Supervised staff hiring, equipment setup, programming, and venue flow.

## **Collegiate Athletic Coach, New York University Men's and Women's Track & Field Teams, New York, NY**

**2016-2019**

- Coached technical events including Pole Vault, Long Jump, Triple Jump, and Throws at NCAA level.
- Designed strength blocks aligned with event demands in collaboration with S&C staff.
- Managed meet logistics, recruitment, and athlete travel.

## **Coach, Personal Trainer & Programmer, EVF Performance, New York, NY**

**2016-2020**

- Led 20+ weekly classes in CrossFit, Olympic Lifting, and Gymnastics, reaching 400+ members.
- Customized programs for diverse populations, from elite athletes to general fitness clients.

## **Event MC, The World Series of Fitness HYROX, New York, NY**

**2019-2020**

- Emceed 3,000-athlete competition with real-time commentary, scheduling, and crowd engagement.
- Coordinated race starts, athlete announcements, and energy flow throughout the event.

## **Head Staff Member & Athlete Liaison, Mid Atlantic CrossFit Challenge Sanctioned Competition, Washington, DC**

**2019**

- Directed athlete briefings, scheduling, and digital streaming coordination for a 3-day, 800+ athlete event.
- Resolved live event conflicts and ensured smooth flow between heats, media, and athlete needs.

## **Canceled Due to Covid-19**

West Coast Classic CrossFit Sanctioned Competition

Granite Games CrossFit Sanctioned Competition

## **Head Trainer & Co-Founder, Tough Mudder Boot Camp, Brooklyn, NY**

**2017-2018**

- Coached branded bootcamp classes and presented workouts to prospective franchisees.
- Demonstrated scalable class models to support Tough Mudder gym expansion.

## **Assistant Coach, LoJo Vault Assault, Germantown Academy, Fort Washington PA**

**2015-2016**

- Trained under Olympic Silver Medalist Lawrence Johnson, supporting beginner-to-elite pole vaulters.
- Applied high-level vaulting techniques in individual and group settings.

## **Organizer & Head Jumps Official, Germantown Academy All Comers Track & Field Meet Series**

**2012-2016**

- Organized logistics, judged jumps events, and enforced equipment standards across multi-meet series.
- Produced heat sheets and directed volunteers during competition.

## **Co-Founder, Lehigh University Injured Student-Athlete Program, Bethlehem, PA**

**2014-2015**

- Launched a peer-led resource group for Division I athletes navigating injury and recovery.
- Facilitated open forums and educational sessions focused on mental health, resilience, and return-to-play strategies.
- Collaborated with the Student-Athlete Advisory Committee (SAAC) to integrate support into university wellness programs.

## **DESIGN RELATED WORK EXPERIENCE**

### **Marketing/ Design Intern, Kognito, New York, NY**

**2016-2017**

- Supported brand and sales initiatives across marketing, creative, and business development teams.
- Used Salesforce and MapAnything to track leads, analyze customer behavior, and organize outreach efforts.
- Contributed to slide decks and marketing assets for client presentations, ensuring visual consistency.

### **Art Consultant, SquadWod, New York, New York**

**2016**

- Designed personalized artwork gifted to athletes at national seminars led by Andrea Ager.
- Crafted one-of-a-kind pieces that reinforced brand identity and athlete recognition.
- Elevated event experience through visuals that aligned with the SquadWod mission.

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## Graphic Design Consultant, *Taus*, Bethlehem, PA

2016-2018

- Created visual branding, including logos and album artwork, for a growing electronic music group.
- Delivered designs using Adobe Photoshop and Illustrator that matched the band's aesthetic evolution.
- Enhanced fan engagement through digital visuals across music platforms and social media.

## Web Design Consultant, *Blue Elan Records*, New York, New York

2015

- Rebuilt the label's Squarespace website to improve site structure, branding cohesion, and user navigation.
- Refreshed landing pages and integrated rich media to showcase artist content and drive engagement.
- Optimized design elements to support artist marketing goals and storytelling.

## Design Intern, *Skyless Game Studio*, Drexel University, Philadelphia, PA

Summer 2014

- Contributed to the development of an educational game for children with autism, focused on real-world social interaction.
- Built 3D environments using Maya with attention to sensory-sensitive design principles.
- Supported gameplay mechanics that encouraged emotional learning and scenario modeling.

## Design Intern, *K'Nex Industries*, Hatfield, PA

Summer 2012 & 2013

- Co-designed toy prototypes and developed pricing strategies for mass-market retail launches.
- Produced concept art and packaging mockups for seasonal product lines.
- Participated in ideation sessions to align toy innovation with brand themes and market trends.

## **SPEAKING ENGAGEMENTS & PUBLICATIONS**

### 2023

- **Speaker**, *Girls Gone Rx: "Vulnerability Through Cancer"* (Virtual Event)  
Shared tools and mindset shifts for women navigating cancer recovery, emphasizing emotional resilience and physical empowerment.
- **Co-Author**, "*Breast Cancer Basics for Coaches*", Boob University  
Contributed to foundational cancer education for fitness professionals.  
[Course Link](#)
- **Guest**, "*Olympic Weightlifting, Fear, and Fighting Cancer*", View of a Don Podcast  
Discussed mindset, athletic identity, and cancer recovery with Donovan Green.  
[Listen](#)

### 2022

- **Guest**, *Project Endure Podcast with Joe Rinaldi*  
Reflected on surviving Stage-3 cancer and reframing adversity as fuel for growth.  
[Watch](#)

### 2021

- **Guest**, *You Winning Life Podcast with Jason Wasser*  
Shared how cancer reshaped your coaching and helped others rebuild post-recovery.  
[Watch](#)
- **Contributor**, *Men's Health – "How to Master the Pistol Squat"*  
Provided step-by-step coaching breakdown featured in national digital and print.  
[Read](#)

### 2020

- **Guest**, *Jay Ferruggia's Renegade Strength Show – "Surviving Cancer"*  
Discussed redefining grit, trauma recovery, and high-performance coaching.  
[Listen](#)

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- **Guest**, *The Optimal Body Podcast* with Dr. Jen Fraboni  
Talked about injury prevention, recovery mindset, and navigating cancer.  
[Listen](#)
- **Featured**, *Authority Magazine* – “*Unstoppable: Thriving After Stage 3 Cancer*”  
Profiled for resilience in coaching while undergoing cancer treatment.  
[Read](#)
- **Creator & Moderator**, “*CrossFit Community Response*” Webinar Panel  
Led an online panel on community support, vulnerability, and crisis response.
- **Speaker**, “*Defining Your GRYT*” – *GRYTH Health Webinar*  
Addressed mental resilience through illness and rebuilding identity in sport.

## 2019

- **Speaker**, *FLEX on the Beach* – “*Vulnerability in Sports*”  
Opened the event with a keynote on the role of emotional honesty in performance.
- **Contributor**, *Men's Health* – “*How to Master the Pistol Squat*”  
Coaching feature in both web and print editions.
- **Featured**, *Life Fitness Blog* – “*Inspiring an Underserved Fitness Segment*”  
Spotlighted for creating inclusive programming during your cancer journey.  
[Read](#)

## 2018

- **Author**, *Men's Health* – “*How To Perfect The Pistol Squat*”  
Wrote a feature article breaking down gymnastic strength and progressions.

## TRACK & FIELD COACHING EXPERIENCE

### 2016-2019

**New York University Men's and Women's Track & Field Team**, New York, NY

*Head Pole Vault Coach* (2019). *Head Pole Vault & Head Throws Coach* (2018). *Assistant Coach / Head Jumps Coach* (2016-17). Coached Pole Vault, Throws, Long Jump, Triple Jump, and High Jump; programmed event specific workouts; collaborated with Strength & Conditioning Coach to formulate event specific lifting programs; assisted with team and equipment management; responsible for driving athletes to/from practice locations/campus and meets; helped with recruitment, facilitated recruit visits, and lead campus tours for recruits; assisted with meet operations and equipment management during home meets at The Armory.

### 2015-2016

**LoJo Vault Assault**, Germantown Academy, Fort Washington PA

*Assistant Coach*. Assisted Lawrence Johnson (LoJo) with coaching beginner – advanced high school pole vaulters; learned and implemented techniques and coaching strategies from LoJo.

### 2014-2015

**Lehigh University Track & Field Camps and Clinics**, Bethlehem, PA

*Jumps Coach*. Worked directly under Head Coach Matt Utesch to train high school athletes and recruiting prospects; taught foundation skills, plant mechanics, and gymnastics strength and conditioning/body awareness.

**Lehigh University Injured Student-Athlete Program**, Bethlehem, PA

## ATHLETIC HISTORY

### 2012-2016

**Lehigh University's Men's Track & Field Team**, Bethlehem, PA

Pole Vault. Indoor Patriot League Championships(3<sup>rd</sup> 2015; 5<sup>th</sup> 2014), Outdoor Patriot League Championships(3<sup>rd</sup> 2014; 4<sup>th</sup> 2013).

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**1996 – 2006**

**Parkettes National Gymnastics Training Center**, Allentown, PA  
Men's Junior National Team (2005-2006).