

# Beth Mills NASM CPT, CES, CFSC

1415 Commonwealth Ave. Apt 201  
Boston, MA 02135

[bethmovescpt@gmail.com](mailto:bethmovescpt@gmail.com)  
[www.bethmovescpt.com](http://www.bethmovescpt.com)  
(508) 525-7104

*I help active working professionals manage their injuries and correct their posture so they can live a pain free and active lifestyle*

---

## Education

AMP Model of Human Performance Course	Jun 2021
Rethinking the Big Patterns pt. 2	Dec 2019
Perform Better: 3 day Summit	Aug 2019
Rethinking the Big Patterns pt. 1	Jun 2019
Mike Boyle Winter Summit	Jan 2019
National Academy of Sports Medicine Certified Personal Trainer Program	May 2018
Whitman-Hanson Regional School District High School Diploma	Class of 2015

---

## Professional Experience

### BethMoves, LLC

Boston, MA

*Founder/Owner/Personal Trainer*

May 2020 - Present

- Conduct movement screening to assess joint range of motion, breathing patterns, and identify muscle imbalances
- Create treatment plans and programs to enable clients to manage their injuries and reach their fitness goals, encouraging them to build confidence in the weight room
- Coach clients in proper form when strength training and performing exercises
- Instruct clients to regulate their nervous system to optimize stress management and recovery
- Hold bi-monthly check-ins with clients to assess goals, progress, and road blocks
- Collaborating with clients' physical therapists, massage therapists, registered dietitians, and other health practitioners to ensure treatment plans are aligned
- Established a referral network of clinicians in the Back Bay area
- Develop new leads and establish and maintain client relationships. Average client retention is 18 months with the longest standing being three and a half years
- Establish KPI's and sales projections, ensuring they are met or exceeded on a weekly basis
- Manage BethMoves' social media presence on Facebook and Instagram

### Boston Sports Clubs

Boston, MA

*Lead Trainer*

Jan - Jun 2019

- Oversaw weekly meetings with 15 personal trainers about their projected sales, current revenue, and lead generation. Checked in on the status of their clients, provided recommendations to improve programming, and accelerate monthly goal progression
- Educated new trainers on proper client movement assessments, drafting effective workout programs, in-exercise communication, and client motivation

- Conducted interviews for new personal trainers
- Checked daily KPI's for club revenue and ensure we were hitting daily estimates Nurtured new member relationships, booking discovery training sessions, establishing comfort with the gym, and sold personal training memberships, generating \$40,000 of recurring monthly revenue

## **Boston Sport Clubs**

Boston, MA

*Personal Trainer*

Jun 2018 - May 2020

- Increased enrollment of personal training memberships, generating \$140,000 in new revenue
- Gave helpful tips to gym members to improve their exercise form
- Contacted members absent from the gym to improve retention through discovery sessions
- Personalized workout plans for clients based on their individual fitness goals and exercise experience, guiding them on how to exercise safely with good form
- Helped clients build confidence on the gym floor and taught them how to use gym equipment
- Hosted a weekly powerlifting class to teach gym members how to improve their squat, bench, and deadlift strength
- Kept gym floor and locker rooms clean

---

## **Skills**

- Ability to break down complex concepts into quick and easily digestible learning moments for clients
- Creating a safe environment for clients to be themselves, growing physically and emotionally at the same time
- Superb listening skills
- Knowing when to (and not to) give advice
- Having a mentality for constant learning and improvement
- Can operate in a structured or unstructured work environment. Can add or remove structure as needed