

John Smith

Strength & Conditioning Coach • Tel Aviv, Israel • 5+ years



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Languages: English, Hebrew

John is a strength & conditioning coach with 5+ years experience. Primary expertise includes Hypertrophy, Powerlifting, Mobility. Training philosophy emphasizes safety, progressive overload, and habit-building to deliver measurable results. Comfortable coaching individuals and groups, with programs adapted for beginners through advanced clients.

Core Expertise

- Hypertrophy
- Powerlifting
- Mobility

Certifications

- NASM-CPT
- CPR/AED
- NSCA-CSCS (in progress)

Education

- B.Sc. Kinesiology (Ben-Gurion University)

Professional Experience

Strength Coach — FitLab TLV (2022–2025)

- Designed personalized programs, tracked progress, and ensured safe technique.

Personal Trainer — Pulse Gym (2020–2022)

- Designed personalized programs, tracked progress, and ensured safe technique.

Selected Achievements

- Coached 20+ clients to 2x BW deadlift
- Average client body-fat reduction: 6% in 12 weeks

Training Approach

Assessment-first approach using movement screens and strength benchmarks. Programs are periodized in 4–12 week blocks with weekly adjustments. Emphasis on technique, recovery, and habit formation. Uses basic analytics (RPE, HR, volume, and adherence) to guide progression.

Availability

Weekdays: 07:00–21:00 • Weekends: 09:00–15:00 • Online & in-person sessions