

Michael Brown

CrossFit & HIIT Coach • Jerusalem, Israel • 6+ years



Email: michael.b@example.com

Phone: +972-53-777-7700

Languages: English, Arabic

Michael is a crossfit & hiit coach with 6+ years experience. Primary expertise includes WOD Programming, Olympic Lifts, Conditioning. 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

- WOD Programming
- Olympic Lifts
- Conditioning

Certifications

- CrossFit L2
- CPT

Education

- B.A. Sports Science

Professional Experience

Head Coach — CF JLM (2021–2025)

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

Coach — MoveMore (2019–2021)

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

Selected Achievements

- Improved box benchmark times by 15% avg.
- Built onboarding program for beginners

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