

James Wilson

Bodybuilding & Physique Coach • Netanya, Israel • 10+ years



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Languages: English

James is a bodybuilding & physique coach with 10+ years experience. Primary expertise includes Contest Prep, Posing, Hypertrophy. 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

- Contest Prep
- Posing
- Hypertrophy

Certifications

- ISSA
- NSCA-CSCS

Education

- B.Sc. Exercise Physiology

Professional Experience

Coach — Iron Aesthetics (2017–2025)

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

Trainer — MuscleWorks (2014–2017)

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

Selected Achievements

- Coached 8 podium finishes
- Avg. lean mass gain: 2.5kg/8 weeks (intermediate)

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