

# Mary Margaret Lively

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## Professional Summary

- Motivated and self-directed entrepreneur with success in building communities focused on health and wellness. Built websites, managed client relations, oversaw all financial operations and social media marketing.

## Skills

- Client engagement & relationship building
- Wellness coaching & healthy lifestyle advocacy
- Website creation and social media marketing strategies
- Business training and development
- Program creation & development
- Team building and leadership

## Experience

*Owner/Operator*

### **Lively Movement LLC**

*May 2020 - Current  
Falls Church, VA*

- Created a subscription based membership platform for fitness and wellness classes
- Taped and edited hundreds of hours of video content
- Hosted live workshops and book club discussions
- Designed social media content, website and blog graphics

*Owner/Operator*

### **Ashtanga Nation LLC**

*Jan 2017 - May 2020  
Arlington, VA*

- Launched and managed a yoga business
- Taught a six day a week yoga program
- Managed all financial transactions and payroll
- Created and taught workshops in the surrounding Washington D.C. area
- Hosted other expert instructors and events to support the community

*Manager and Lead Teacher*

### **Little River Yoga LLC**

*May 2014 - Aug 2017  
Arlington, VA*

- Worked directly with the owner and the hiring of other instructors
- Managed client relationships
- Created and implemented strategies for increasing student enrollment and retention
- Hosted community social events
- Ordered and managed inventory
- Managed payroll and all vendors

*Manager and Teacher*

### **Dancing Mind Yoga LLC**

*Mar 2013 - May 2014  
Falls Church, VA*

- Developed business strategies for client retention
- Oversaw trainings and social media plans
- Managed teachers, staff and client relations
- Handled payroll and finances

## Education

*Bachelor of Arts: English  
St. Joseph's University*

*May 2010  
Philadelphia, PA*