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## DIRECTOR OF FITNESS + BUSINESS DEVELOPMENT

*Developing, facilitating, and expanding fitness and wellness programs that deliver real-world results—improving health, inspiring creativity, boosting confidence...and changing lives for the better*

Enthusiastic, focused professional with expertise creating and leading programs that improve fitness and well-being for individuals and groups, and improve concentration, productivity, and performance in the workplace. Exceptional career combines hands-on training/facilitation with 10+ years of experience building profitable organizations that continue to grow and thrive through marketing, sales, and strategic partnerships.

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Program Development ▪ Training, Coaching + Facilitation ▪ Staffing + Supervision  
Community Outreach, Sales + Marketing ▪ Corporate + Private Programming ▪ Event + Workshop Planning  
Budgeting + Financial Management ▪ Dynamic Presentations ▪ Client + Partner Relations

### PROGRAM DEVELOPMENT

Create fitness and wellness programs that empower individuals and groups in corporate and private settings.

### RELATIONSHIP BUILDING

Increase visibility and revenue through sales, marketing, partnerships, and unparalleled client services.

### TEACHING + MOTIVATION

Train and motivate clients to seize opportunities, overcome obstacles, and accomplish the most ambitious goals.

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## PROFESSIONAL EXPERIENCE

Fitness World., Bethesda, MD

**Director of Fitness and Business Development** ▪ 4/2017 to Present

Provide vision and direction to launch a successful fitness studio in Bethesda, Maryland. Shape business operations and design original programs to engage, challenge, and recharge clients through personal/group training in Pilates, strength training, nutrition, stress reduction, and other topics. Hire and supervise a Marketing Manager, Assistant Fitness Manager, Fitness Instructors, and Personal Trainers. Teach/train private clients and groups 30+ hours each week.

### **Program Design + Facilitation**

- Developed fitness, wellness, nutrition, and transformational programs to meet the needs of the local community—including individual clients, groups, corporations, and organizations.
- Improved performance and engagement in the workplace, and created customized on- and off-site programs for Fitness Today, Bethesda Day School, Workout Heaven, Eat Right Inc., National Health and Fitness Corp., and National Consulting Inc.
- Created and led corporate programs from end to end, including needs assessment, program design (classes, small group/personal training, lunch-and-learn sessions, and half-day retreats), pricing, contract management, and introducing specific challenges and incentives to increase employee/client participation.

### **Marketing, Sales + Growth Planning**

- Co-designed the brand and organizational strategy, and developed packages and initiatives to continually engage new clients and drive steady business growth. Negotiate and close all sales.
- Built a team of talented, enthusiastic employees and instructors, creating a culture that prioritized the client experience while ensuring profitability and efficiency.
- Increased visibility and revenue by cultivating relationships with local businesses, non-profits, and apartment complexes, and marketing the studio through promotions, events, wellness fairs, and outreach.
- Introduced Pilates and Beginners Fusion—resulting in consistently full (and waitlisted) classes.

Fitness Today | Rockville, MD

**Program Facilitator and Fitness Expert** • 2008 to 2017

Designed and executed health, fitness, and wellness coaching and training programs that inspired clients to overcome challenges, outshine their own limitations and expectations, and achieve total body transformations. Managed sales, marketing, website development, bookkeeping, business/program development, and events. Hired and supervised contractors/interns. Taught 30+ hours each week.

- Created a personal brand and unique style/approach to fitness training that established strong followings in diverse communities.
- Partnered with local fitness clubs, created a private Pilates studio, and traveled to client locations to conduct personal training and small group coaching sessions.
- Developed programs to improve strength, balance, and range of motion for clients with health conditions such as Parkinson's disease and osteoporosis.
- Worked with military personnel to dramatically improve scores on physical fitness tests.
- Designed wellness workshops to teach clients about stress management, the effects of sugar, and increasing energy through whole foods and behavior modifications.

Organized and directed luxury fitness, adventure, and R&R retreats all over the world. Recent escapes to The Bahamas, Italy, and Venice were completely sold out.

CPT Workout Heaven, Baltimore, MD

**Virtual Trainer** • 2012 to 2017

Contracted through CPT's Sharecare to provide virtual coaching for 30 clients. Offered fitness training, nutritional advice, and motivation as part of this weight-loss intervention program.

University of Maryland, College Park, MD

**Women's Volleyball Strength and Conditioning Coach** • 2012 (on- and off-season)

Improved game performance for the 17-member women's team by designing and facilitating programs for core conditioning, agility, speed, strength, power, and flexibility.

Best Western, Fairfax, VA

**Fitness Trainer, Surf and Bikini Boot Camp** • 2011

Earned significant media recognition—and tremendous client satisfaction—for designing core conditioning and “killer” cardio classes for the hotel's exclusive Surf and Bikini Boot Camp package.

Chiropractic Today, Rockville, MD

**Core Conditioning Instructor** • 2008 to 2010

Created and led a wellness-focused fitness program to educate new chiropractic patients on the fundamentals of core conditioning, proper form, and conditioning.

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**EDUCATION****BS in Kinesiology and Nutrition, Emphasis in Health and Wellness** • 2007

University of Maryland, MD

Certified Personal Trainer (NASM & NCSF) • Certified Reformer & Mat Pilates Instructor (Balanced Body) • Certified Health Coach (AADP, Institute of Integrative Nutrition) • NSAM Elite Trainer (HFPN/Sharecare by Dr. Oz) • CPR and First Aid Certified (American Red Cross)