

## GENERAL MANAGER/FITNESS DIRECTOR

### Executive Profile

Highly motivated, team oriented professional wants to contribute to your organization utilizing recognized achievements in management, with an emphasis on, employee/customer relations, program implementations, training, and employee development. I have been recognized for my exceptional leadership skills, ability to communicate well, and excellent work ethic.

### Professional Experience

#### General Manager/Fitness Director

December 2013 to Current Company Name i¼ City , State

- Manages and supervise approximately 30 Fitness Club employees.
- Implements and creates fitness/wellness programs to encourage, reward and offer incentives to members who maintain a regular exercise program.
- Performs assessments and offers recommendations for a healthier lifestyle.
- Encourages members to maintain a regular exercise program.
- Assist, instruct and motivate members by provided knowledge, training principles, and basic information relating to fitness.
- Develops and promotes active member programs, including corporate wellness and activities to increase the members' feelings to self-worth and accomplishment.
- Enhances, mentors and develops conducive personal training and group fitness programs.
- Coordinates fitness center repairs and maintenance.
- Assist in the lease/purchase agreement of new equipment for the facility.
- Writes, researches, and analyzes information and data to support position with executive management; prepares policies and procedures for management review; obtains approval; plans and directs from inception to event completion; create and monitors budget; assigns tasks; schedules, markets, and advertises events.
- Provides mid-level supervisory controls and implements planning, development, evaluation, and promotion of comprehensive fitness center programs and services; researches and develops new programs, classes, operating policies and procedures, and revenue/marketing sources for a variety of fitness, health, leisure, recreational, cultural and sports programs.
- Works closely with sales and marketing team to generate sales initiatives through social media and grass roots marketing.
- Monitors daily sales activities and meets with management team regularly to provide updates on sales and promotions.
- Performs various other duties and assignments as necessary or required.

#### Assistant Manager Educator lululemon athletica

October 2012 to December 2014 Company Name i¼ City , State

- Present on the retail floor, as Floor Manager and Educator, for 75% of working hours.
- Educated guests on our product, community and culture Community and events liaison coordinating events through Metro Atlanta.
- Oversee the execution of certain deliverables on the manager checklist to include inventory, product and/or community education.
- Created daily strategies to meet daily, weekly, monthly and quarterly revenue goals; presented forecast numbers to meet hourly and headcount goals Represented the store at all required meetings and conferences.
- Hands-on roll in the development and a coach to Educators & Key Leaders.
- Performed personnel reviews and evaluations according to schedule and submitted any subsequent change notices in a timely manner.
- Performed and completed other additional projects, duties, and assignments.as required and/or by request, under the direction of the Store Manager Advocate for lululemon athletica's values.

#### General Manager

June 2007 to October 2012 Company Name i¼ City , State

- Supervised 13 personnel of in all aspects relating to club operation: Coordinated schedules and keeps accurate records of attendance and absences.
- Provided guidance, training and motivation to staff.
- Conducted regular staff meetings.
- Monitored and evaluated work performance of all personnel.
- Created and maintained positive work environment within the facility.
- Managed budget with revenue of \$950K and expenses not exceeding \$620K exceeding budgeted goals.
- Prepared and provided accurate financial information to the corporate office and university in a timely manner.
- Solicits prospective corporate and individual members to add to the current membership base of over 1500.
- Provided information to prospective members regarding club facilities, programs, membership procedures and pricing policies.
- Conducted regular, creative sales activities.
- Encouraged members to maintain a regular exercise program.
- Assists, instructs and motivates members.
- Provided knowledge, training principles, and basic information relating to fitness.
- Developed and promoted active member programs and activities to increase the members' feelings to self-worth and accomplishment.
- Approved all health club related bills received: forwarded approved documents to corporate in a timely manner.
- Provided accurate personnel and payroll information to corporate in a timely manner, including payroll data for independent contractors (aerobic instructors, personal trainers, massage therapists).
- Performed personnel reviews and evaluations according to schedule and submitted any subsequent change notices in a timely manner.
- Maintained cleanliness, operation and safety of club facilities and equipment.

- Ensured that all duties assigned to assistant manager, wellness coordinator and fitness associates were performed in accordance with corporate CSU standards.
- Performed various other duties and assignments as necessary or required.

#### Fitness Coordinator

March 2006 to June 2007 Company Name i¼ City , State

- Responsible for coordinating group exercise programs for approximately 600 employees, creating monthly schedules, recruiting new instructors, organizing specialty classes, conducting evaluations and creating annual surveys.
- Supervises 3 Fitness Specialists and oversees the entire fitness area in compliance with ACSM guidelines, completes appointment book for scheduling, delegates responsibilities, monitors floor coverage and facilitates quarterly in house trainings.
- Responsible for creating company wide monthly newsletter and weekly fit tip, oversees content on company wide website, generates incentive programs and fitness challenges.
- Speak and facilitate health, fitness and wellness presentations to onsite and offsite employees and contractors.
- Assists in the delivery of health promotion programs (seminars, health fairs, wellness tables, promotional tables, screening, etc.) Accountable for the internship program, contacting schools, interviewing potential candidates, creating assignments and evaluating interns.
- Conducts group exercise classes, fitness assessments using ACSM guidelines, program sessions, equipment and new member orientations.
- Submits bi-weekly payroll for 6 group exercise instructors and monthly group exercise totals and averages for 15 classes.
- Assists with daily administrative duties, clean and check equipment for any issues and/or problems.

#### Owner/Instructor

March 2004 to May 2005 Company Name i¼ City , State

- Owned and operated aerobic studio which offered 8 to 10 fitness classes daily.
- Conducted the scheduled classes and managed a staff of 5 certified instructors.
- Responsible for the general maintenance and repairs of the business and equipment.
- Fully responsible for all physical and financial aspects of the studio.
- Attended community, city council and business owners meetings on a monthly basis.
- Responsible for the entire studio's advertising and marketing.
- Managed an annual budget of \$45K.

#### Wellness Director & Aerobic Coordinator

July 2001 to February 2004 Company Name i¼ City , State

- Managed and supervised the Wellness Department which consisted of approximately 30 employees.
- Managed 30 group fitness classes and over 25 fitness assessment appointments.
- Implemented and evaluated new classes, adult and youth programs, enforced rules and regulations.
- Prepared annual departmental budget of \$230K, to include expenses, fundraising and gift giving.
- Responsible for employees monthly payroll, pay raises, annual reviews, disciplining, training and development.
- Coordinated fitness center repairs and maintenance.
- Assisted in the lease/purchase agreement of new equipment for the facility.
- Participated in monthly staff and cabinet meetings.
- Actively motivated staff through positive team building activities and attitude.
- Lead and developed a member response team through adhering to member suggestions and member appreciation events.
- Receive Character Development Award - 2002.

#### Corporate Fitness Manager/Director

February 1999 to February 2007 Company Name i¼ City , State

- Responsible for implementing and coordinating group exercise programs, personal training sessions, and wellness related activities for over 25 major corporations and universities.
- Supervises over 325 group fitness classes a week, 120 Exercise Leaders and 4 Area Directors.
- Manages an annual operating payroll budget of over \$300K, prepare and collect monthly receivables.
- Prepares audit material for annual workers compensation and liability insurance estimates.
- Responsible for the company recruiting, advertising, and marketing.

#### Club Manager/Fitness Coordinator

September 1997 to February 1999 Company Name i¼ City , State

- Established and maintained member relations from sales to member services.
- Coordinated and taught approximately 6 aerobic classes, implemented training programs for both instructors and members.
- Responsible for club appearance and maintenance.
- Processed daily sales log calculations and bi-weekly payrolls.

#### Education

BS : Holistic Nutrition , 2010 Clayton College of Natural Health Holistic Nutrition

Accounting & Management Human Resources , 1992 California State University Accounting & Management Human Resources

## Skills

Microsoft Windows, Microsoft PowerPoint, Microsoft Outlook, Microsoft Access, SKILLS Internet Explorer and social media