

## ONLINE COACHING, PERSONAL TRAINING

### Summary

Professional fitness/wellness coach with strong consultative sales background and high level of expertise in online nutrition coaching, personal training, and behavior coaching. Dynamic speaker, presenter, and writer delivering impactful and motivational presentations. Extensive knowledge of nutrition, exercise, anatomy, and physiology.

### Skills

Selling, coaching, motivating, presenting, writing, customer relations, fitness training, professional speaking (radio, seminars, TV), organizing, tech and social media savvy (Microsoft Office, WordPress, Facebook, Twitter, Instagram)

### Experience

Online Coaching, Personal Training 01/2011 to Current Company Name City

Clients have access to a broad range of services from online to in-person personal training, nutrition programming, weight loss consultations and exercise analysis. FitByRaphael is a one-stop, total solution for fitness, weight-loss, and an overall healthy lifestyle.

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- Solution focused health coaching based on readiness for change assessment
- Establish trust and rapport with clients through collaborative coaching, proactive communication, use of empathy and consistency of follow-through
- High-level of communication and unlimited support (email, phone, Skype) resulting in high levels of compliance and successful outcomes
- Successful results from motivational interviewing and cognitive behavioral strategies to shift mindset and improve self-efficacy
- Daily accountability using online food journaling
- Privately produced, fully instructional exercise video library
- Authored two successful eBooks: The Power of Healing Through Fitness and Nutrition, 8-Weeks to Lasting Weight Loss (Home and Gym edition)

Chief Fitness Pro 07/2002 to 01/2011 Company Name City, State

- Online fitness expert and personal trainer for eDiets online member community
- Designed online personalized fitness programs to help members achieve their weight loss and physical transformation goals
- Achieved outstanding results by coaching 95% of testimonials used in National TV commercial campaigns, including multiple 100-pound weight loss testimonials
- Developed, produced and led eDiets Best Body Boot Camp workout DVD with a unique, online 6-week coaching component
- Program growth of 40% from inception and weight loss of 8-17 pounds per member
- Served as primary PR representative for all news releases and fitness related inquiries across multiple media outlets (TV, radio, print)
- Authored compelling weekly fitness articles, attracting 500,000 to 1 million hits
- Produced and directed 300 exercise videos for use on eDiets website

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PERSONAL TRAINING 07/2000 to Current

- Extensive one-to-one personal training experience in gyms, personal training studios and homes
- Nutritional guidance and support
- Guide clients in safe exercise, taking into account individualized physical limitations
- Administer fitness assessments with all clients including body composition testing, blood pressure, and treadmill tests
- Design safe and effective strength training, cardiovascular and flexibility programs based on client goals
- Regularly trained staff on fitness industry updates and coached personal trainers on professional conduct

### AWARDS

- eDiets Employee Of The Year
- Recognized by The North American Precise Syndicate (NAPS) for extraordinary achievement in media relations
- World Natural Bodybuilding Federation (WNBF) - Won professional status as drug-free bodybuilder

### Education and Training

B.A : Communications Southern Connecticut State University

Certified Personal Trainer - The American Council on Exercise (ACE) #T72735