



LIONEL
UNIVERSITY



FITNESS EMPLOYMENT GUIDE:

GETTING THE JOB YOU WANT SOONER

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FITNESS EMPLOYMENT GUIDE:
GETTING THE JOB YOU WANT SOONER

1 RESUME TIPS FOR PERSONAL TRAINERS

Regardless of the job you're looking to get in the fitness industry, there are general tips you should follow. A resume isn't just about creating a log of your work and education history. Instead, you should consider it as a piece of marketing material. It's your chance to sell yourself before you even step foot in for a resume.

Therefore, you need to be compelling, concise, and relevant. And, of course, truthful.

At Lionel University, we're committed to providing the best in class exercise science degrees. But we're also focused on making sure our students are fully prepared to land their dream job as they start out as fitness professionals.

Here, we'll provide general tips to write a great resume for potential employers of all types. Then, we'll discuss how to write a great personal trainer resume. Then, we'll break down additional things you can be doing as a resume builder.



GENERAL RESUME WRITING TIPS

Regardless of the type of job you're trying to get, there are key things every job candidate should stick to when working on their resume. Follow these tips to get you started.

MAKE THE RESUME UNIQUE FOR THE JOB

You shouldn't just shoot off the same resume to every job opening. Instead, follow the tips below and modify your resume each time before you send it. Nothing is worse than reading a resume that's not in line with what your hiring manager is looking for.

KNOW YOUR AUDIENCE

This seems straightforward enough. However, it's often overlooked. Start by considering what your future employer wants from the job. This means taking a hard look at the job description and developing in your mind what they'd want to see. Then, think about who is going to be reading your resume and who the hiring manager is. Sometimes these are two different people. In larger organizations, a recruiter or human resource specialist might vet and filter the resumes before sending them onto the hiring manager. If this is the case, they're likely sifting through more resumes than they'd like to. In this case, be concise. And, make sure everything you include is related to the job description (since they likely wrote it or reviewed it). You want to make it an easy decision for them to pass it onto the next decision maker.

If it's a smaller fitness studio or gym chain, your resume will likely go straight to the hiring manager. This is usually the fitness manager or fitness director. In these cases, this person is also likely to be a fitness subject matter expert. This means, you'll want to appeal to their pain points. Therefore, do your research, the next resume writing tip.

DO YOUR RESEARCH

Finding and landing the job you want takes work. Do your research on any company before you submit your resume and certainly before you go into an interview. You should know the company size, mission, and values. Look into their background and what their story is. Further, be on the lookout for any pain points you might be able to solve for. If possible, talk to someone who has worked there or has held a similar job.

KEEP IT SHORT

A long resume is one of the biggest mistakes people can make. The best resume is usually only one page. It's also bulleted. So, try to avoid lengthy sentences. Instead, look for ways to cut down what you're trying to get across in fewer words. Look for all information that isn't pertinent. If you're in your 30s, don't bother including where you went to high school. If you've had three jobs since you worked in valet, don't include it (unless of course it demonstrates a key skills the employer is looking for).

BE RELEVANT

Don't include anything on your resume that isn't relevant to the job. If you aren't going to be writing content or spending excessive time on a computer, it doesn't matter how fast you can type or how proficient you are with powerpoint. Make sure each piece of education, experience, and skill is directly relevant to the job and why they should hire you.

MAKE IT EASY TO READ

Similar to keeping it short and knowing your audience, make your resume an easy read. A potential employer should be able to look at your resume quickly and know what you're about. Use bullets and vary use of bold, italicized, and header fonts. Use clean fonts like Calibri or Arial. Avoid stylistic fonts like Times New Roman or anything with personality. These types of fonts make a resume hard to read.

PROOFREAD!

Grammar and spelling errors show an employer you're sloppy or lack attention to detail. This is especially the case in the personal training industry. And, it's the last thing you want to convey on your resume. If writing isn't your strong suit. Find someone who can help. Get someone to proofread your resume and give you feedback.



RESUME TIPS SPECIFIC TO PERSONAL TRAINING JOBS

- ➔ **INCLUDE WORK SAMPLES.** Ideally this is fitness client testimonials with before and after photos. This helps future employers know you're good at helping clients and keeping them motivated. If you're a newly certified personal trainer, you might not have client testimonials. This is okay. Instead, provide a sample exercise program based on a fictitious client. Of course, make sure you're showing it's fictitious.
- ➔ **LIST EDUCATION IN ORDER OF RELEVANCE.** If you have a master's degree in geology, this is less important than the type of certification and number of specializations you hold. Therefore, if you have more than one certification (like what you get in your Lionel programs), list these first. But, if you have an exercise science degree, list this first. A fitness related degree is one of the most important things on your resume. It shows you know the information and it shows you have dedication to complete this type of program. Further, employers have a hard time finding candidates with more than just a personal training certification. So, this gives you an edge.
- ➔ **INCLUDE WORK EXPERIENCE RELATED TO WHAT A TRAINER DOES.** A personal trainer helps clients achieve their fitness goals. They do this through fitness programs, but also from the interactions they have with clients during training sessions. This includes motivation, accountability, leadership, great communication, and persuasion (sales). Especially if you're just starting out as a trainer, think back to any skill you acquired that relates to future client interactions.
- ➔ **INCLUDE YOUR SKILL STRENGTHS.** Consider the role of a personal trainer and what it takes to design and deliver the best fitness programs. Then, think about what your fitness strengths are and make bullet points. For example, if you excel at providing a comprehensive fitness assessment, note it. If you know you're better helping clients of any fitness level achieve massive weight loss goals, list it. Or maybe you're creative at developing an exercise program with minimal fitness equipment, put it in. Just make sure it's relevant to the workplace where you're trying to get a personal training job.
- ➔ **INCLUDE A FITNESS CAREER OBJECTIVE.** Regardless of where you're trying to get a personal trainer job, one thing is common. Gym owners and managers want to have trainers that are in the fitness industry for the long haul. Personal trainer turnover in the fitness industry is high. And, gym members develop strong relationships with the fitness experts at their fitness facility. Because the personal trainer turnover is far faster than the average member turnover, hiring managers want to know you'll be around. What better way to demonstrate that than by explaining your fitness career objective? Even if your goal is to start your own business, describe that you want to refine your craft and establish your niche. Let your future employer know that fitness is your future.
- ➔ **FOLLOW GOOD PERSONAL TRAINING RESUME EXAMPLES.** Use these example resumes that are specific to the different personal training job options available to you. Even in fitness, one job to the next is different. By following an example, you have a set structure that you know will work.



BE AN ONGOING RESUME BUILDER

It doesn't matter if you're a new or seasoned personal fitness trainer, you should be an ongoing resume builder. Follow these tips to make sure you are always working on your resume.

- ➔ If you don't have any clients yet, connect with friends and family who will let you train them for free in exchange for a testimonial or letter of reference.
- ➔ Consider becoming a group fitness instructor. This is an additional certification that is appealing to gym owners. It shows you can connect to more than one department in a healthy club. As a fitness instructor, you're marketing your services every time you teach to a group. This helps make you more valuable to the facility in which you work.
- ➔ Get more specializations. This demonstrates your commitment to continuing education. It also shows hiring managers that you're credible and a fitness expert able to work with clients of any level. Nutrition coaching is becoming a more and more common service that the role of a personal trainer provides.
- ➔ Get before and after info for everyone. Even if you're working with a client that doesn't want to lose any weight. Document all fitness assessment information. For example, a functional fitness client might just be looking to increase range of motion and improve balance. This is perfectly fine. Use assessments that can show progress from one month to the next.

To summarize, the best thing you can do when writing a personal trainer resume is to think of it like a marketing piece of content. For any marketing strategy, you have to first know your audience. If you keep this in mind, you'll find your resume makes it to the top of the pile.

By "knowing your audience" this includes wanting to make them feel special. Modify each resume to better fit the location and job which you'll be working. It also means, no one wants to read an autobiography to determine if you're the right personal trainer fit for them. Keep it concise, to the point, and relevant to what they're looking for.

Remember, one of the key things you can and should do on your resume is to highlight all relevant experience and education. You'll want your future employer to trust you with their member's fitness journey. Therefore, prioritize your education to make it an easier decision for them to bring you on board.

The obesity epidemic in America is reason enough alone for the personal training demand. With all the personal training career opportunities out there, you want to get the best fitness job possible. With a strong resume, you'll be able to have options.

Regardless of the job you're looking for, you'll need (at minimum) a personal training certification. Most successful personal trainers also have a college degree. At Lionel University, you can get both in the same program. This means, you don't have to invest additional money on expensive certifications. Regardless of whether you're pursuing an [associate's degree](#), [bachelor's degree](#), or [master's degree](#), at Lionel you earn multiple certifications and specializations along the way. This means you can start working on getting that dream job before graduation day.

And, with the help of [financial aid](#), earning your degree is even more of a possibility. Check out our programs and [contact Lionel today!](#)

2 WRITING A RESUME BASED ON THE JOB YOU WANT

Although your education, experience, and skills don't change from resume to resume, how you convey them for a specific job does. You're more likely to get a call back and an interview when you do this. For example, getting a job at a larger gym chain will require a different resume than getting a job as a cruise ship personal trainer.

Additionally, if you're a newly certified personal trainer, you might not have much experience. You may feel as though your resume is a bit weak. Either way, use Lionel's resume tips for personal trainers combined with these examples to help you land the best fitness jobs. You can also follow the links for a specific resume template based on the job you're searching for.

TIPS FOR GYM CHAINS

Getting a personal training job at a gym chain has its perks. You get a steady pipeline of leads from the health club advertising efforts. You also have more access to expensive fitness equipment that you might not be able to afford on your own. And, if you're full time, you likely get health benefits. All of these factors increase predictability for your personal finances and workflow.

When applying to a larger gym chain, hiring managers will want to see education they recognize and trust. More importantly, they'll look for experience in sales, customer service, or communications. This helps them know you'll be able to interact with their members in great ways and convert them into paying fitness clients. Your resume will be slightly different if you're new to the personal fitness industry.

EXPERIENCED PERSONAL TRAINERS

If you've been doing personal training for over 6 months and are looking to get a job at a gym chain, follow this order of headings to include in your resume.

- NAME AND CONTACT INFORMATION
- FITNESS TRAINING EXPERIENCE
- EDUCATION
- EXPERIENCE
- SKILLS
- OTHER

Make sure your contact info includes home address, email address, phone number, and LinkedIn profile. You want potential employers to have easy access to make a connection.



You can use this gym chain resume template for personal trainers with experience.

Experience And Education

Then, the next section should be “Fitness Training Experience” or “Fitness Experience”. The condensed version is good if you have also taught group fitness or done nutrition coaching. Also, if you have participated in physique or fitness competitions, list this next. Further, you can include any transformational weight loss experience, so long as it’s compelling. Just keep it short and sweet. You’ll include other job experiences later in your resume.

For the education section, if you have an exercise science degree (or exercise physiology, sports medicine, sports science, etc.) list it first. Then, you can include primary certifications (certified personal trainer, certified group fitness instructor, etc.). With this, include the fitness institution name. Primary specializations of most relevance to the gym go next. For larger gym chains, this includes nutrition, corrective exercise, seniors, etc. Secondary fitness specializations go next. These include smaller certifications or continuing education that are related, but perhaps not as relevant to the gym you are researching. For example, sports nutrition, sports performance, medical fitness, etc. While these are all great fitness certifications, they’re for more niche populations than the average gym chain serves.

Other Jobs, Skills, And Relevant Info

When you reach the skill section, list the areas of fitness training you excel in here. For example, if you’re great at a comprehensive fitness assessment, list it. If weight loss clients are your niche, identify it here. You’ll also want to list any sales or leadership skills you have (as relevant). This includes customer communications or computer related skill sets.

Additional things to include with this resume are any client before and after images, testimonials, or personal quotes. Consider including a resume objective in personal training. This is a powerful, quick, and concise summary of your resume. It implies to hiring managers that you want to grow with the company. Don’t take up a second page for your personal training resume. Long-winded resumes run the risk of not being fully read.

- **Name and contact information**
- **Education**
- **Experience**
- **Skills**
- **Other**

You can use this gym chain resume template for new personal trainers with experience.

Education And Experience

Follow the same guidance and sequence for the education section of your personal trainer resume as listed in the previous segment for experienced personal trainers. A personal trainer without the experience of developing exercise programs and working with fitness clients should list any job-related experience in sales, leadership, or customer service. These experiences are valuable to hiring managers at larger gyms because a new trainer will be conducting initial orientations for new members. And, although it’s common to list work experience on your resume in order of the most recent job you held, consider resequencing it in order of relevance (with the dates in parentheses). Be sure to note if you do this.

Skills And Other

Assuming you don’t have a specific personal training skill to include, list other skills in order of relevance that follow the theme of sales, leadership, and service. Here are a few skill bullets you can consider.

- **Highly competitive and goal-oriented mindset**
- **Excellent rapport building and client relationship development**
- **High energy and motivating presence**
- **Strong written and verbal communication skills**
- **Compassionate and empathetic in helping clients achieve tough fitness goals**

Remember, in a gym setting, interpersonal skills are far more important than technical skills like knowing Word, Excel, PowerPoint, etc. Therefore, only include them if your personal trainer resume is less than two thirds of a page.

Lastly, in the “other” section, you can include your personal fitness experience such as competitive sports, a weight loss transformation, or positive changes in health since implementing fitness programs in your personal life.

TIPS FOR FITNESS STUDIOS OR PRIVATE GYMS

Fitness studios and private gyms often gain clients through referrals. They also have a strong fitness clientele base. In fact, it's possible that you won't have to do much (if any) personal training sales at all. Instead, a small gym or fitness studio owner will prioritize your education first. Then, they'll look for experience as a personal trainer and others. Therefore, list degrees first.

EXPERIENCED PERSONAL TRAINERS

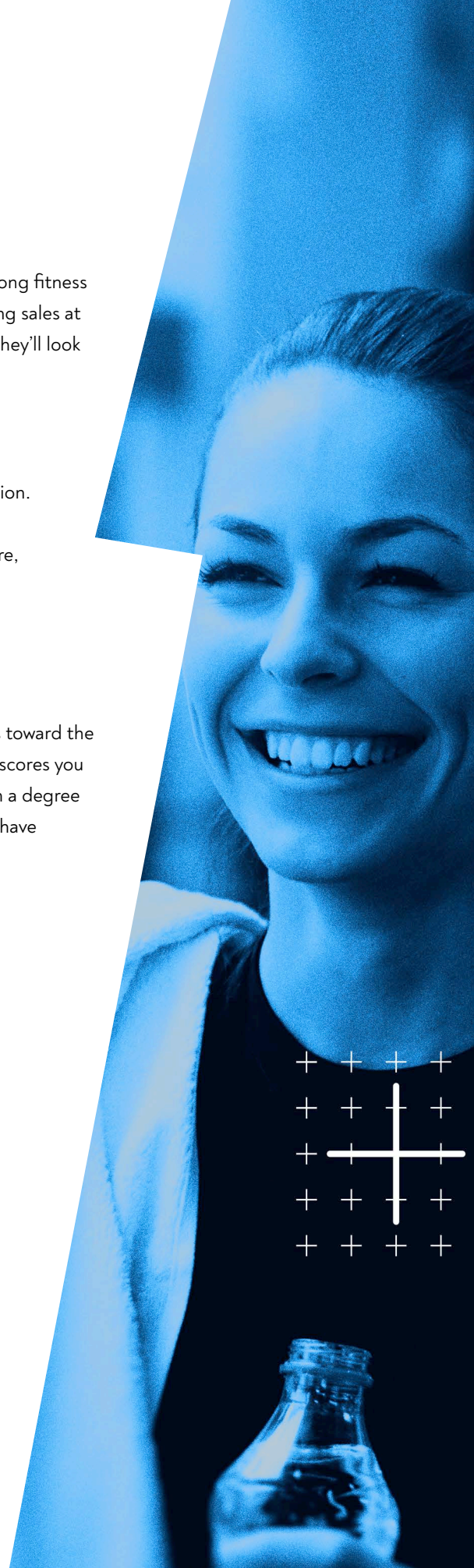
If you've held fitness jobs before, put your personal training experience after your education. You should also attach client testimonials or referral letters. Lastly, include skills and any other relevant information. These facilities will have a community and family feel. Therefore, characteristics related to sales are less necessary. But a skill that translates to the type of population the studio serves is important.

NEWLY CERTIFIED PERSONAL TRAINERS

If you don't have much personal training experience, just like your gym resume, order this toward the end of your resume. In the education section, include any specific achievements or great scores you obtained while going through your exercise science degree program. If you're currently in a degree program, include the anticipated graduation date. Then, put all the relevant courses you have completed or are currently taking. Some relevant courses include:

- Anatomy and Physiology
- Fitness Assessment Protocol
- Psychology
- Interpersonal Relations
- Kinesiology
- Entrepreneurship
- Biomechanics
- Motivation In Sports
- Exercise Psychology

Look at [Lionel's full course descriptions](#) to get an idea of what you can include to beef up your personal trainer resume. Then, use this new trainer resume example for fitness studio jobs.



TIPS FOR FITNESS STUDIOS OR PRIVATE GYMS

Don't forget about all the luxury locations looking for a certified personal trainer! You can work at a high-end resort, luxury spa and wellness center, and even on cruise ships. These types of jobs want a great experience for their customers. Additionally, they'll want you to be able to work with people of any fitness level. Therefore, your resume will look much different from when you apply to hiring managers at gyms. Additionally, the first person to see your resume will probably be someone in human resources. Therefore, they most likely won't have a background in fitness. So, they'll do a quick scan looking for education and experience or key skills related to service. A seasoned personal trainer who also looks the part will be more likely to get hired. So, if you don't have any experience yet, you should definitely have a bachelor's degree or master's degree in a related field. The resume example provided here is for personal trainers who have had experience helping clients.

A luxury personal trainer example will follow this order:

- **Education**
- **Experience**
- **Skills**
- **Headshot or personal image (either as attachment, marginal, or at the top)**

If you don't have a degree in a fitness-related field, you still have options. For example, hospitality, management, and marketing are all great degrees you can include first, if you have them. For potential employers, they'll appreciate a college degree because of the professionalism and commitment it suggests. Therefore, include it before your other personal training certifications and specializations.

You should include any experiences, and what you gathered from them, next. Highlight any jobs you've held working with related customer segments. Concierge services, valet, and others are great alignment for luxury locations.

Finally, to work in one of these locations, you should expect to look the part. Include a nice image of yourself or a headshot. Or, if you have a well-designed website with personal images, include it in your contact information. Again, the reason for this is that the luxury location is all about the customer experience in total. Therefore, they'll want their fitness staff to walk the walk of a healthy lifestyle.

Regardless of the fitness job you're looking to get, one thing is for certain. Education is important. Businesses want to make sure that their customers are safe, and getting closer to their fitness goals. For each of these jobs, having a Lionel degree on your fitness resume will help you stand apart from the competition. This is in large part because of the [elite reputation of Lionel](#) in the fitness education space. History, credibility, and reputation are critical when it comes to an exercise science degree program.

In addition to a degree, you'll need a certification. One of the unique things about Lionel University is that you earn your personal training certification as you go through the education program. This means you can start working as a fitness trainer before you even graduate. Even better, Lionel offers additional certifications and specializations in the [degree programs](#). This will earn you a [Master Trainer Certificate](#). Even without a degree yet, this gives you an edge above the rest and can also help you land a job in the luxury locations. The personal training certification and Master Trainer Certificate means you don't have to invest additional money on expensive certifications.

Regardless of whether you're pursuing an [associates degree](#), [bachelor's degree](#), or [master's degree](#), at Lionel you earn multiple certifications and specializations along the way. This means you can start working on getting that dream job before graduation day. And, with the help of [financial aid](#), earning your exercise science degree is even more of a possibility. Check out our programs and [contact Lionel today!](#)

3 RESUME EXAMPLE- GYM CHAIN FOR NEW TRAINERS

Trainer Tom

ttom@lionel.edu

www.trainertom.com

(###) ###-####

LinkedIn

RESUME SUMMARY

Energetic and motivational fitness and nutrition advocate. Looking to utilize exercise science education and fitness certifications as an entry level personal trainer with Crunch fitness. Seeking opportunity to learn and grow with a team of experienced personal trainers and leaders in fitness.

EDUCATION

- BA, Exercise Science | Lionel University |
Expected December 2022
- Courses Completed
 - Biomechanics
 - Kinesiology
 - Anatomy and Physiology
 - Medical Terminology
 - Communication
 - Gen. Ed Requirements
- ISSA Master Trainer Certificate
 - Certified Personal Trainer
 - Strength & Conditioning Specialist
 - Fitness Nutrition Specialist
 - Bodybuilding Specialist
 - Youth Fitness Specialist
 - Specialist In Group Fitness
- CPR/AED
- Coronado High School (2016)

WORK EXPERIENCE

- Front Of House, Protein House (2021 - Present)
 - Employee of the month January 2021 and August 2021
 - Obtained nutrition and meal ordering knowledge for common fitness goals (weight loss, lean body mass build, and popular diets)
 - Greeted customers and helped them understand menu items
 - Provided order guidance based on customer specialty diets
 - Expedited food to correct order number
- Retail Associate, Firebird Nutrition (2020 - 2021)
 - Obtained knowledge around common fitness supplements to achieve goals
 - Described smoothie menu items to customers based on fitness needs
 - Answered questions on common fitness supplements
 - Fulfilled order transactions
- Assistant Youth Coach, Soccer (2016 - Present)
 - Provide skills development training for youth soccer (ages 12 - 14)
 - Led and developed warmup and agility training sessions for team
 - Hosted fundraising events for team

SKILLS & OTHER

- Highly competitive but team oriented
- Energetic and motivational
- Adaptable and willing to learn
- Excellent with time management and attention to detail
- Strong written and verbal communication skills
- Great customer service and willingness to help others
- Friendly and easy to talk to about fitness and nutrition
- Strong nutrition and supplementation background

4 RESUME EXAMPLE- GYM CHAIN FOR EXPERIENCED TRAINERS

Trainer Tom
 ttom@lionel.edu
 www.trainertom.com
 (###) ###-####
 LinkedIn

OBJECTIVE

Experienced personal trainer and fitness sales associate looking to grow as a fitness & nutrition coach and gain management experience with Planet Fitness.

FITNESS TRAINING EXPERIENCE

- Personal Trainer, Crunch Fitness (2020 - 2021)
 - Conducted one on one sessions and small group training sessions
 - Provided behavioral nutrition coaching as part of training services
 - 30% conversion rate from fitness assessment to paying client
 - 50% client retention rate after completion of first training package or first month
 - Total client weight loss count (in pounds): 1,750
 - Total training sessions serviced: 2,000
- Membership Sales Representative, LA Fitness (2019 - 2020)
 - 26% conversion rate of first time prospects
 - 71% conversion rate of returning or referral prospects
- Group Fitness Trainer, LA Fitness (2019)
 - Instructed multiple class formats including HIIT, Strength, and Boot Camp
 - Average class size- 30 participants

- Instructed 3 classes per week
- Personal Fitness Achievements
 - Lost 50 pounds through diet and exercise
 - Decreased total cholesterol to safe zone without medication
 - Decreased blood pressure to healthy range without medications

EDUCATION

- AA, Exercise Science (Lionel University)
- ISSA-CPT
- ISSA Nutrition Coaching
- ISSA Transformation Specialist
- ISSA Strength & Conditioning Specialist
- CPR/AED

EXPERIENCE

- Support Desk Technician (2018 - 2019)
- Customer Service Agent (2017)

SKILLS & OTHER

- Rapport and relationship building
- Value-based fitness selling
- Referral and self-generated leads
- Competitive and goal oriented
- Motivational trainer to get clients results
- Execution of initial fitness assessments
- Knowledge of weight loss and weight management
- Public speaking and group presentations
- Knowledge of Google and Microsoft Office Suite products

5 RESUME EXAMPLE- FITNESS STUDIO FOR NEW TRAINERS

Trainer Tom
 ttom@lionel.edu
 www.trainertom.com
 (###) ###-####
 LinkedIn

RESUME SUMMARY

Friendly and motivating wellness professional looking to use exercise science degree at a private training fitness studio catering to unique client fitness goals.

EDUCATION

- Associates Degree, Exercise Science |
 Lionel University | 2021
 - Overall GPA 3.8
 - Completed 2-year degree program in 18 months
- Bachelor's Degree, Exercise Science |
 Lionel University | Expected 2022
 - Anatomy and Physiology
 - Fitness Assessment Protocol
 - Exercise Physiology
 - Ethics in Fitness
 - Entrepreneurship
 - Motivation In Sports
 - Exercise Psychology
 - Fitness Business
- ISSA Master Trainer Certificate
 - Certified Personal Trainer
 - Transformation Specialist
 - Fitness Nutrition Specialist
 - Corrective Exercise Specialist
 - Senior Fitness Specialist
 - Specialist In Group Fitness

- Exercise Therapy Specialist, ISSA
- Certified Yoga Instructor, RYA 500
- CPR/AED
- First Aid

WORK EXPERIENCE

- Yoga Instructor, At One Yoga (2020 - Present)
 - Teach 4 weekly yoga classes
 - Developed and implemented Yoga Bootcamp format
 - Provide monthly workshops on mind body wellness
- Retail Associate, LuluLemon (2020 - Present)
 - Full time employee while teaching yoga and attending college program
 - Employee of the month August 2021
 - Experienced in customer service and satisfaction
 - Managed inventory and ordering needs
- Front Desk Associate, LA Fitness (2019)
 - Greet each guest and concierge like help as needed
 - Achieved personal training certification while working full time
- Volunteer, Boys and Girls Club of Tucson (2017 - 2019)

SKILLS & OTHER

- Deliver experiential fitness and wellness classes
- Positive and motivating communication skills
- Passion for working with members of all fitness levels
- People-centric with a supportive and compassionate approach to wellness
- Generally curious and interested in learning
- Ability to multi-task and stay organized
- Excellent time management and attention to detail
- Community driven
- Personal weight loss and wellness and transformation story

6 RESUME EXAMPLE- FITNESS STUDIO FOR EXPERIENCED TRAINERS

Trainer Tom

ttom@lionel.edu

www.trainertom.com

(###) ###-####

LinkedIn

RESUME SUMMARY

Dedicated and results-oriented personal trainer seeking a fitness coaching role with a fitness studio that caters to personalized fitness needs and goals. Client testimonials, before and after pictures, and referrals attached as portfolio.

EDUCATION

- Associates Degree, Exercise Science | Lionel University | 2021
- Bachelor's Degree, Exercise Science | Lionel University | Expected 2022
- ISSA Master Trainer Certificate
 - Certified Personal Trainer
 - Transformation Specialist
 - Fitness Nutrition Specialist
 - Corrective Exercise Specialist
 - Senior Fitness Specialist
 - Specialist In Group Fitness
- CPR/AED

WORK EXPERIENCE

- Personal Trainer, Anytime Fitness (2020 - Present)
 - Fulfilled 30 weekly training sessions
 - Created referral based incentive program to drive new leads
 - Implemented weekly educational workshops and webinars
 - Facilitated social media posts to drive member engagement

- Personal Trainer, LA Fitness
 - Fulfilled 40 weekly personal training sessions
 - Used group training offers to improve client retention rates after package completion
 - Initiated independent client social media groups to increase connection and peer accountability
- Front Desk Associate, LA Fitness (2019)
 - Greet each guest and concierge like help as needed
 - Achieved personal training certification while working full time
- Volunteer, Special Olympics of Arizona (2018 - Present)
 - Developed project management skills
 - Event organization and facilitation
- Retail Associate, Dick's Sporting Goods (2018)

SKILLS & OTHER

- Compassionate and empathetic coaching style
- Motivational interviewing approach to behavior change
- Personally tailor fitness assessments and program designs
- Reliable and excellent follow through
- Relatable to all client types
- Excellent critical thinking skills
- Energetic and motivational
- Lifelong learner
- Excellent with time management and attention to detail
- Community oriented

7 RESUME EXAMPLE- FITNESS STUDIO FOR NEW TRAINERS

Trainer Tom

ttom@lionel.edu

www.trainertom.com

(###) ###-####

LinkedIn

RESUME SUMMARY

Hospitality experienced and educated personal trainer looking to offer concierge style fitness services with the cruise ship wellness department. Excellent customer service skills, experiential fitness training, and attention to detail. Headshot attached.

EDUCATION

- Associates Degree, Exercise Science |
Lionel University | 2021
 - Overall GPA 3.8
- Bachelor's Degree, Exercise Science |
Lionel University | Expected 2022
 - Overall GPA 3.6
 - Completed 4 year program in 3 years
- Master's Degree, Exercise Science |
Lionel University | Expected 2022
- ISSA Master Trainer Certificate
 - Certified Personal Trainer
 - Youth Fitness Specialist
 - Fitness Nutrition Specialist
 - Corrective Exercise Specialist
 - Senior Fitness Specialist
 - Specialist In Group Fitness
- CPR/AED
- First Aid

WORK EXPERIENCE

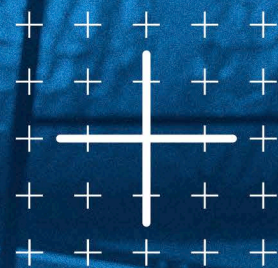
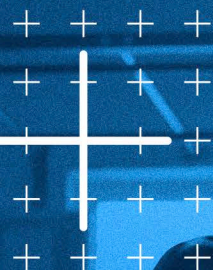
- Personal Trainer, AZ Biltmore (2020 - Present)
 - Conduct personal training sessions to resort guests and members
 - Provide comprehensive fitness assessments
 - Offer exercise assistance to all wellness center guests
 - Specialized small group training sessions specific to guest needs
- Personal Trainer, Camelback JW Marriott (2018 - 2020)
 - Provide free fitness consultations
 - Schedule and conduct paid personal training sessions for guests and members
 - Offer exercise assistance to all wellness center guests
- Spa and Fitness Attendant, Camelback JW Marriott (2016 - 2018)
 - Greet guests and provide concierge style service to spa and fitness center
 - Book spa, fitness, and wellness services
 - Provide recommendations and upsell services
 - Maintain standards and visual presentation of gym and spa

SKILLS & OTHER

- Bilingual- fluent in spanish
- Ability to work with guests of all ages and fitness levels
- Exceptional guest fitness experiences
- Personally tailored fitness programs
- Extensive abilities in fitness assessments for clients of all levels
- Proficient in upselling and cross selling
- Friendly, outgoing, and approachable
- Excellent communication and interpersonal skills
- Concierge style approach to fitness training and instruction
- Attention to detail and cleanliness
- Works well under pressure
- Thrives in a changing environment



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