



# Daniel Bloom

(123) 456 7899 – email@email.com

## PERSONAL TRAINER

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Develop and lead wellness and exercise programs for individuals and groups.  
Adept in package sales and client retention. Motivating and fun to support goals.

Fitness Assessment | Exercise Prescription | One-on-one / Group Training | Needs-Based Selling  
Progress Monitoring | TRX | Pilates | Strength / Balance | Equipment / Cables Instruction

## EXPERIENCE

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CENTRASTATE FITNESS & WELLNESS CENTER, Freehold, NJ

June 2008 – Present

- Planned, designed, and implemented client-specific exercise programs based on individual needs assessment, fitness goals, and functional movement screen (FMS).
- Developed class structure/workouts for and taught group fitness classes, including strength, balance, and cardiovascular training; boot camp; flexibility and stretching; and aquatics.
- Conducted fitness orientations/evaluations for members, including pre-participation screening and interview, medical history, and lifestyle questionnaire.
- Contacted members on monthly basis to follow up on program progress and adjust program.
- Recruited clients and sold personal training and small group training packages.

### *Selected Achievements*

- Maintained training clientele with greater than 90% retention rate.
- Served as lead trainer for Women's Health and Wellness group, 8-week program meeting twice weekly.
- Achieved all sales goals and training hours, selling the largest personal training package, 24 one-hour training sessions to clients.

## EDUCATION / CERTIFICATION / TRAINING

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KELLER GRADUATE SCHOOL OF MANAGEMENT, DEVRY UNIVERSITY

Completed coursework toward Master of Human Resource (12 credits)

EASTERN MICHIGAN UNIVERSITY, Ypsilanti, MI

Bachelor of Business Administration in Human Resource Management

### *Certification / Training:*

- Personal Trainer, American Council on Exercise (ACE), valid through Mar 2020
- Pilates Reformer 1, Balanced Body
- Suspension Training, TRX