

SHELLEY TRAA

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CAREER FOCUS

I am a results orientated Fitness Manager / Master Trainer with over 8,000 training sessions. I enjoy inspiring and leading those with physical challenges, as well as emotional challenges that might block the path to successful weight loss or increased physical capabilities. My expertise lies in developing client relations, proven accountability on the job and **implementing sales and strategic business development to meet budgets and sales goals**. My passion is to build, and grow a successful and strong team while achieving company goals, and helping to develop and lead trainers as well as other employees with their own success so they may grow as part of the company.

PROFESSIONAL EXPERIENCE

May 2016 to Current / FM3 – 24 Hour Fitness La Costa, CA

- Hired, developed, and trained all fitness staff for day to day operations
- Act as the Single point of Reference for fitness expertise within the club
- Maintain a fully engaged and high performing fitness team that aligns with company values and goals
- Trainer Fit **increase 2%** over prior year
- Total Fit **increase 14%** over prior year
- Help to support Membership by filling in as sales when needed.
- Acting GM when our General Manager is out for the day or extended times.

July 2015 to May 2016 / Fitness Manager 24 Hour Fitness – Solana Beach, CA

- Was responsible for advancing the club's PT business through managing and developing all Personal Trainers on their fitness team.
- Consistently attained monthly revenue budgets recruiting and developing members of the PT team
- Educate fitness team members on all aspects of Personal Training.
 - These areas include, but are not limited to, servicing clients and members, designing fitness programs, proper use of all computer systems and tools, sales presentations and ways to increase the club's and PT clientele
- **Increased sales an average of 16% over prior year**
- Promoted to FM3 within 8mos of being in the Solana Beach location

January 2011 to July 2015 / PT1, PT2, PT3. PT Elite, Master Trainer, Fitness Manager- 24 Hour Fitness La Jolla club 167 – La Jolla, CA

- Increased knowledge base as well as sales history and training hours, year over year. Starting as an entry level Personal Trainer to becoming the #2 Trainer voted on by La Jolla locals within my 3rd year in the company.
- **Sales and Training have increased year over year by 18%, and I have hit company sales goals 12 out of 12 months.**

Certifications:

- American Council on Exercise
- National Council on Strength and Fitness
- American College of Sports Medicine
- TRX Certified
- M.E.L.T. Hand and Foot Instructor

SUMMARY OF SKILLS

- Client performance tracking
- Client Acquisition / Sales
- Strategic Business Development
- Client Needs Assessment
- Multi-Task Management
- Lead teams to success
- Creative Problem Solving
- Developing strong teams
- Customer Service
- Customer Retention
- Fast Learner and passionate
- Proven Sales records

EDUCATION

2003 Bachelor of Science: Criminalistics
Metropolitan State College of Denver – Denver, CO

2000 Associate of Arts:
Front Range Community College – Fort Collins, CO,