

Christin Everson

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EDUCATION

Graduate:

Master of Science in Kinesiology
Indiana University, Bloomington, Indiana May 2011

Undergraduate:

Bachelor of Arts in Psychology
University of Oregon, Eugene, Oregon June 2009

WORK EXPERIENCE

University Recreation

January 2014-Present

Seattle University

Assistant Director, Fitness & Marketing

- Lead, create, facilitate and direct all fitness programming and operations for Seattle University Recreation department
- Mentor, supervise, hire, train and evaluate Group Fitness staff of 20 and Personal Training staff of 10 as well as a part-time Group Fitness Program Manager
- Created, implemented, executed and evaluated a quarterly Group Fitness Instructor Training course. Including training and mentoring of veteran staff to execute both the lecture and practical portions.
- Redesigned Personal Training program to include new pricing structure, single and buddy personal training options, new marketing materials, new procedures and protocols resulting in a revenue increase of 45% in 12 months
- Created completely original, 8-week training program for newly certified Personal Trainers to ensure their skills prior to working with paying clients
- Restructured Group Fitness schedule to include continuity, clarity and structure which resulted in a 35% increase in total participation in 12 months
- Develop, execute and analyze Group Fitness and Personal Training programmatic assessments
- Facilitate specialty fitness programming for specific SU community events
- Track and maintain fitness program account expenditures and payroll budget during a budget shortfall period
- Oversee all marketing operations for the University Recreation department, including 4 student marketing managers
- Created video series entitled *Spirit of UREC* that highlights our inspirational participants and all that they accomplish in our programs
- Created and facilitate week-long positive body image and self-love campaign entitled *Project Positive*

College of Arts & Sciences: Sport and Exercise Science

March 2016-Present

Seattle University

Adjunct Faculty

- Courses:
 - 1550 *Intro to Kinesiology*, Fall 2016
 - 3910 *Fitness Assessment & Exercise Prescription*, Spring 2016

American Council on Exercise

May 2014-Current

Subject Matter Expert

- Item Writer for the Personal Trainer certification exam.
- SME for cut score and reclassification meetings for both the ACE Health Coach and Personal Trainer certification exams

**West Seattle & Fautleroy YMCA
YMCA of Greater Seattle**

September 2013-December 2013

Director of Health & Wellness

- Directed the development and operations of the Health & Wellness department for the West Seattle & Fautleroy YMCA locations and included the following programs: Group Exercise, Personal Training, Small Group Personal Training, Chronic Disease, Pilates Reformer and Fitness facilities
 - Chronic Disease programs include LIVESTRONG at the Y, Diabetes Prevention, Actively Changing Together (ACT!), Healthy Lifestyle Principles
- Recruited, hired, trained, evaluated and supervised two part time Health & Well-being program Coordinators, Group Exercise staff of 60, Personal Training staff of 10 and Chronic Disease staff of 5
- Administrated social media for all West Seattle & Fautleroy YMCA departments. Strategies used resulted in an increase in page insights by 56% over six months
- Completely redesigned the operating procedures for the Personal Training program as to better align it with the Y's vision, mission and philosophy
- Redesigned the operating procedures for the Personalized Wellness Plan program, as to make it consistent with the YMCA of Greater Seattle Association's goals

**West Seattle & Fautleroy YMCA
YMCA of Greater Seattle**

January 2013-August 2013

Assistant Director of Health & Wellness

- Directs, facilitates and administers Health & Well-Being programs to members and the community at both the West Seattle & Fautleroy YMCA locations. Programs include: Personal Training, Small Group Personal Training, Group Exercise and Chronic Disease.
- Designed, purchased equipment for and managed a new, off-site, fitness facility called Studio 5.
- Succeeded in branch fundraising for the 2013 Annual Campaign. Led a fundraising team that raised \$10,000, which contributed to the branch 2013 goal of \$100,000.
- Created a statistical database in order to better track program trends and member participation in Group Exercise and Pilates Reformer
- Co-taught a 9 month course on behavior change and goal setting called Healthy Lifestyle Principles
- Implemented new fitness & wellness programming
- Collaborated with the Membership Engagement Director to actively and intentionally provide programs to members with a variety of cultures, religions and interests

**Campus Recreation
University of North Carolina Wilmington**

July 2011-July 2012

Fitness Coordinator

- Create, coordinate, manage and evaluate fitness and wellness programming for UNCW students, faculty and staff
- Plan, evaluate, coordinate, progress, hire for and supervise the Group Exercise, Personal Training, Fitness Center and Fitness Assessment programs
- Manage, schedule, train and evaluate the Group Exercise student staff of 15, Personal Training student staff of 5, Fitness Center student staff of 25 and 3 Program Assistants
- Develop, track and maintain Seahawk Fitness program account expenditures and payroll budget
- Evaluate, develop and maintain the Emergency Action Plan for the Group Exercise, Personal Training and Fitness Assessment programs in and outside of the facility
- Develop and execute marketing strategies for the Group Exercise, Personal Training and Fitness Assessment programs
- Implemented new Instructor training and marketing strategies as well as created new programming which resulted in an increase in Group Exercise participation by 6% over 9 months
- Evaluate, enhance and teach the Fitness Instructor Training course based off of the Aerobics and Fitness Association of America and the Train to be a Personal Trainer course based off of the American Council on Exercise accredited certification
- Design, collect and analyze participant evaluations to assess program needs on both the Personal Training and Group Exercise program

**Campus Recreational Sports
Indiana University, Bloomington, Indiana**

July 2009 – May 2011

Graduate Assistant for Fitness and Wellness: Group Exercise

- Managed, scheduled, trained, evaluated and maintained bi-weekly payroll for a staff of 50-60 Instructors
- Enhanced curriculum and taught the 6-week group exercise Leader Training Course (LTC).
- Trained hourly staff in appropriate risk management protocol and ensure all are compliant in risk management certifications based on standards developed and followed by Campus Recreational Sports
- Designed, collected, and analyzed survey data regarding current participant feedback about Group Exercise, Cyclefit, and Yoga & Pilates programs
- Collaborated in the creation and execution of a new registration-based program: Pilates Reformers
- Planned, marketed, development, and organized a fitness conference, Midwest Fit Fest 2011
- Researched, organized and executed the Midwest Fit Fest Pre-conference training workshop
- Personal trainer for high end faculty and staff clientele

SKILLS AND PROFESSIONAL CERTIFICATIONS

- American Council on Exercise (ACE) certified Health Coach since June 2013
- American Council on Exercise (ACE) certified Personal Trainer since March 2008
- Aerobics and Fitness Association of America (AFAA) Group Fitness Instructor certified since January 2009
- American Red Cross certified instructor of CPR/AED and First Aid for the Workplace
- AFAA Examiner for the Primary Group Exercise Certification
- Yogafit certified yoga instructor: Levels 1 and 2
- TRX Group Suspension
- Proficient in the following group fitness formats: yoga, Pilates, cycling, trekking, deep water exercise, strength, boot camp, circuit, flexibility training, step, cardio kickboxing, hi/low, Zumba, Barre and cardio dance

PROFESSIONAL INVOLVEMENT

- IDEA Member since 2013
- NIRSA Member since 2007
 - Washington State Director 2014-2016
 - Campus Contact for students through NIRSA, Region VI 2007-2009
- The LeaderShape Institute 2007

PRESENTATIONS

- *Exam to Experienced: Methods to Prepare Newly Certified Personal Trainers*, NIRSA Annual, 2016
- *Exam to Experienced: Methods to Prepare Newly Certified Personal Trainers*, NIRSA Triventure 2015
- *Meeting your Exercise Goals*, University of North Carolina Wilmington 2012
- *Sport Clubs: How to Train like an Athlete*, University of North Carolina Wilmington 2011
- *10,000 Steps To a Healthier You: A Worksite Wellness Intervention*, Indiana University 2011
- *Presenting your BEST Self: Finding Value in the Little Things*, NIRSA Region III 2011
- *Rockin' your Zumba Class: Ways to Ensure Safety, Intensity, and Fun*, Midwest Fit Fest 2011
- *Cardio Kickboxing: Transitions, Layers, and Flow*, Midwest Fit Fest 2011
- *Lunch and Learn: How to Make Better Choices and Increase your Overall Health*, Indiana University 2010
- *Training New Student Employees for Fun and Efficiency*, NIRSA Region IV 2007