

**Michelle K. Reiter, MS, ACE**  
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**Education and Certification:**

**University of Kansas** – Lawrence, KS

Master of Science in Education, Emphasis in Exercise Physiology & Health  
May 2000 Cumulative GPA 3.82/4.0

**University of Kansas** – Lawrence, KS

Bachelor of Science in Education, Emphasis in Exercise Science  
December 1997 Cumulative GPA 3.61/4.0

**American Council on Exercise (ACE)** – Certified Personal Trainer; August 2000 to Present

**Resistance Training Specialist (RTS)** – October 2004 to October 2006

**BMSI** – Overland Park, KS Diploma in Massage Therapy, July 2002

**Nationally Certified in Therapeutic Massage and Bodywork (NCTMB)** –

November 2002 to November 2010

**Experience:**

**Fitness Professional** – Los Angeles, CA

Personal Trainer/Indoor Cycling Instructor/Massage Therapist  
December 2007 to Present

- Design and lead safe and effective personal training sessions for a variety of clients, of all levels of fitness.
- Design and instruct small group training sessions, boot camps, indoor cycling classes, and incorporate pilates and yoga based movements in training sessions.
- Responsible for generating, recruiting, and maintaining a client base through marketing and referrals.
- Provide various types of Massage Therapy including Swedish, Sports, Deep Tissue, Myofascial Release, Trigger Point therapy, and on-site Chair Massage to a variety of clients for chiropractic offices.

**VistaConnections, LLC** – Leawood, KS

Executive Recruiter/Sales

January 2006 to December 2007

- Responsible for all aspects of recruitment of qualified candidates to fill open requisitions and develop new staffing business through prospecting, cold calling, and referrals.
- Conduct interviews, negotiate salaries, perform reference checks, and relocation for a variety of IT professionals including senior level Project Managers, Business Analysts, Application Developers, and many more.
- Top sales recruiter for 1<sup>st</sup> and 2<sup>nd</sup> Quarter 2006.

**Fitness Alliance, LLC** – Overland Park, KS

Lead Personal Trainer

March 2003 to December 2005

- Design and lead safe and effective personal training sessions for a variety of clients in clients' homes as well as in a private personal training studio.
- Responsible for generating, recruiting, and maintaining a client base through advertising and referrals.
- Lead and instruct small group sessions in mat pilates, yoga, and isometric exercises.

**In Touch Therapeutic Massage** – Overland Park, KS

Massage Therapist

September 2002 to December 2007

- Responsible for generating, recruiting, and maintaining a client base through marketing and referrals.
- Provide various types of Massage Therapy including Swedish, Sports, Deep Tissue, Myofascial Release, and on-site Chair Massage to a variety of clients.

**Venturi Technology Partners – Mission, KS**

Technical Recruiter

April 2001 to June 2003

- Responsible for full life cycle technical recruiting process, including sourcing candidates, interviewing, assessing needs of client and candidate, writing resumes, negotiating salaries, and preparing candidates for client interviews.
- Top sales recruiter 2<sup>nd</sup> quarter 2002 and first quarter 2003.
- Interfaced with clients in determining business needs, scope of project, candidate technical and interpersonal skills, and project requirements.
- Determined candidate qualifications by interviewing candidates, analyzing responses, verifying references, testing technical skills, and comparing qualifications to job requirements.

**Club La Femme – Leawood, KS & Lee’s Summit, MO**

Assistant Manager, Personal Trainer, Group Fitness Instructor

May 2000 to April 2001

- As Assistant Manager, responsible for membership sales for Club La Femme. This included generating and calling new sales leads, performing needs analysis, scheduling and performing club tours, and fitness assessments.
- Led top sales for Lee’s Summit location.
- As Personal Trainer and Group Fitness Instructor, designed and delivered quality, safe, challenging workouts to a variety of clients.

**University of Kansas, Recreation Services – Lawrence, KS**

Fitness Director, Personal Trainer, Group Fitness Instructor

January 1995 to May 2000

- As Fitness Director, promoted KU FIT Program to student body and faculty. Recruited, hired, trained, scheduled and supervised personnel for group fitness programs and educational workshops. Prepared instructor Trainees for AFAA National Certification with 100% success via classroom lectures, practical teaching/cueing skills, and examinations. Consulted on planning, design, and purchase of fitness equipment for new recreation center. Delivered fitness presentations to campus and community groups. Scheduled over 50 cutting-edge, weekly group fitness classes. Created/managed \$50,000 fitness budget; aided in department budget of \$380,000. Developed/administered fitness program policies and procedures.
- As Personal Trainer, hired, trained, scheduled and evaluated Personal Training staff.
- As Group Fitness Instructor, instructed workouts in group settings.

**Cooper Institute for Aerobics Research – Dallas, TX**

Internship, Exercise Physiologist

August to December 1997

- Planned and executed personal training sessions, group fitness classes, and exercise testing for members. Promoted exercise adherence through special events and health fairs, and published health and fitness articles for corporate newsletter.

**Kansas City Chiefs Football Club – Kansas City, MO**

Professional Cheerleader, Co-Captain, Fitness Captain

May 1994 to March 2000

- Led performances, professional appearances, and public speaking engagements in local, national, and international arenas.
- Designed and executed fitness warm-ups, physical conditioning, and delivered fitness presentations at clinics, candidate selection workshops, and official training videos.
- Collectively raised over \$80,000 in annual Charity Sports & Entertainment Auction.