

Tatiana Freking

Fitness Instructor

Profile

Dynamic fitness instructor with 8 years of experience, skilled in crafting personalized workout plans. A strategic leader, adept at motivating diverse groups and optimizing client results. Passionate about promoting healthy lifestyles and fostering a supportive training environment.

Employment History

Head Fitness Coach at Equinox, CT

Apr 2025 - Present

- Spearheaded a team of 25 fitness professionals, driving a 17% increase in client retention rates through personalized training programs and strategic member engagement initiatives.
- Implemented innovative training protocols that boosted overall gym performance metrics by 22%, enhancing member satisfaction and elevating the club's reputation within the industry.
- Analyzed market trends to develop targeted marketing strategies, resulting in a 15% growth in new membership sales over an 18-month period.

Senior Fitness Trainer at SoulCycle, CT

Apr 2023 - Mar 2025

- Spearheaded the development and implementation of a new training program, boosting member retention rates by 27% over 18 months through innovative workout routines and personalized coaching.
- Led a team of 12 instructors, enhancing class participation by 15%, optimizing schedules, and fostering an inclusive environment that promoted professional growth and collaboration.
- Strategically increased revenue by 22% within a year by analyzing market trends, adjusting pricing strategies, and launching targeted promotional campaigns.

Junior Fitness Assistant at Orangetheory Fitness, CT

Mar 2017 - Mar 2023

- Spearheaded a member retention initiative, boosting client retention rates by 18% over six months through personalized follow-ups and tailored fitness plans.
- Coordinated and led group fitness sessions for up to 30 participants, enhancing overall class satisfaction scores by 22%.
- Implemented a streamlined scheduling system for trainers that reduced booking conflicts by 35%, improving operational efficiency.
- Mentored a team of three junior trainers, fostering skill development and contributing to a 25% increase in client engagement.
- Analyzed monthly performance metrics to identify growth opportunities, leading to a 20% rise in new membership sign-ups.

✉ tatiana.freking@gmail.com

📞 (104) 460-5641

📍 Stamford, CT

Education

Certificate in Fitness Training at Manchester Community College

Dec 2012 - May 2017

Relevant Coursework: Anatomy and Physiology, Exercise Science, Nutrition, Personal Training Techniques, Fitness Assessment, and Program Design.

Links

linkedin.com/in/tatianafreking

Skills

Periodization

Biomechanics

Metabolic Conditioning

Functional Training

Nutritional Science

Client Retention

Program Design

Performance Metrics

Leadership Development

Languages

English

German