

LENA RUSSELL

Fitness Operations Director | Wellness Specialist | Business Owner

Taylor, AZ (Open to Relocation Nationwide)

PROFESSIONAL SUMMARY

Results-driven fitness professional with 18+ years of experience owning and operating a full-service fitness facility. Proven track record in driving client acquisition, retention, and revenue through high-touch service and specialized programming. Expertise in pre- and post-surgical training, women's fitness, and longevity-focused wellness. Recognized for optimizing operations and delivering personalized programs that support long-term health outcomes.

CORE COMPETENCIES

Fitness Operations & Facility Management
Client Acquisition & Retention Strategy
Revenue Growth & Sales Leadership
Program Development (Pre/Post Surgery, Women, Seniors)
Staff Leadership & Team Development
Customer Experience & Relationship Management
Business Operations (Scheduling, Billing, Systems)
Preventative Maintenance & Facility Oversight

PROFESSIONAL EXPERIENCE

Owner / Fitness Operations Director

Longevity Fitness Center — Taylor, AZ
2007 – Present

Directed all aspects of a full-service fitness facility, including operations, client services, sales, and program delivery. Built and maintained a loyal client base through personalized training programs and high-retention relationship management. Developed specialized training programs for pre- and post-surgical clients, seniors, and women, improving recovery outcomes and long-term adherence. Managed end-to-end business operations including scheduling, billing, customer onboarding, and daily performance.

CERTIFICATIONS

ISSA Certified Personal Trainer

SPECIALIZATIONS

Pre- and Post-Surgical Fitness
Women's Health & Hormone-Sensitive Training
Senior Fitness & Mobility
Longevity & Preventative Health