

YESSENIA MARTINEZ
Fitness Director-Instructional Leader-Coach

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Dynamic and results-driven leader with over 10 years of experience spanning fitness, education, and team development. Proven ability to coach, mentor, and elevate both clients and professionals through structured programming, instructional leadership, and performance-driven strategies. Skilled in translating educational methodologies into high-impact coaching environments—driving client results, trainer development, and organizational growth. Passionate about building systems, cultivating talent, and leading with a holistic approach that integrates mind, knowledge, body, and personal development.

EMPLOYMENT EXPERIENCE

Club Studio Fitness, Fitness Director/Leader Trainer July 2025- Present

Lead, manage, and develop a team of personal trainers, ensuring alignment with company standards, performance goals, and client experience expectations; Coach and mentor trainers through ongoing education, hands-on development, and performance evaluations to improve programming quality, sales, and client retention; Conduct regular one-on-one meetings, team trainings, and workshops to elevate trainer skillsets in assessment, program design, communication, and client engagement; Oversee hiring, onboarding, and training of new trainers, implementing structured development plans to accelerate integration and success; Drive personal training revenue through strategic goal setting, KPI tracking, and accountability systems for the team; Monitor trainer performance metrics including session delivery, client retention, conversion rates, and monthly revenue production; Address performance issues through corrective coaching, clear communication, and structured improvement plans; Foster a high-performance team culture focused on professionalism, growth, accountability, and collaboration; Design and implement systems for client onboarding, assessments, and program delivery to ensure consistency and quality across the department; Provide advanced fitness assessments and customized programming for clients, specializing in strength training, body recomposition, and corrective exercise; Support sales efforts by building relationships with members, conducting consultations, and converting prospects into long-term clients; Maintain a strong presence on the fitness floor to lead by example, support trainers, and enhance the overall member experience; Collaborate with upper management to align department goals with overall club performance and growth initiatives; Ensure compliance with company policies, safety standards, and industry best practices

24 Hour Fitness, Personal Trainer and Fitness Instructor January 2019- Present

Conduct custom coaching sessions, drive personal training sales, achieve monthly KPIs for fitness revenue and client retention, Provide clients with monthly personal workout plans and progress monitoring on fitness goals, Create custom workout programming aligned to client goals, Arrive to facility on time; Set up equipment and stereo; Assist new members with set up; Explain movements and positions thoroughly; Create playlists and routines; Wipe down equipment after class; Coach members through 45 min- 1 hour classes; Teach about heart-rate and BPM monitoring; Establish relationships with members; Attend staff meetings; Remain up to date on current changes in SPINNING and group classes; Provide personalized coaching plans to clients; Assess fitness levels; Create programs and meal plans; Monitor progress on fitness goals; Provide corrective feedback.

Wellyess & Company, Owner January 2022- Present

Owner of business that provides services and products in mind, body, and spiritual wellness; Remain current with state and county taxes and permits to operate and sell; Maintain certifications in personal training and group fitness instruction; Maintain all bookkeeping matters, marketing and social media; Attend workshops and events, professional development to remain updated on industry trends; Customer service and follow up; Website design; Inventory management; Continuing education in fields applicable to business; Contracting third party providers; Establishing partnerships and relationships with financing and marketing entities; Strategy planning.

Project RISE, Learning & Development Specialist, Instructional Coach- October 2021- Present

Comply with Children's Trust guidelines; Attend staff meetings and maintain communication with team; Documentation of all contacts and coaching plan progress; Create and establish relationships with site administration and counselors; Provide individual and group coaching, training, and education to after-school and summer camp staff to promote effective literacy, fitness, and social-emotional learning enrichment; Certified to us Weikart Center Youth Program Quality observation assessment SEL PQA; Attend professional development in the areas of project-based learning and social emotional wellness; Observe and provide coaching in behavior management in the out of school setting; Promote social emotional wellness strategies that include mindfulness.

Everglades Preparatory Academy, Curriculum Coach July 2019- October 2021

Build teacher capacity in and out of the classroom; Model and co-teach best teaching practices focused on literacy and reading; Plan and deliver professional development sessions; Meet with administration weekly to discuss support roles and teacher progress; Perform observations and debrief with teachers; Advocate for teachers and students; Receive and distribute updated information regarding teachers and students; Serve on school leadership team; Hold weekly common planning meetings; Hold monthly department meetings; Attend organization trainings; Report coaching cycle details through paper documentation; Maintain communication with lead coaches; Collect and analyze student data for placement and curriculum decisions; Develop instructional focus calendars for literacy department; Coordinate ESOL services for new and returning ELL students; Proctor and facilitate CELLA, Access 2.0, FSA, and EOC assessments; Test coordinator for state-required reading tests (FAIR) and quarterly progress monitoring (Moby Max); Support ESE teachers in implementing best practices that meet learner needs; Plan and provide intervention and enrichment to both low and high 25% proficiency students; Attend monthly professional development sessions through the district and return information to site; Assist administration in developing school improvement plan; Support in preparation for Cambridge program.

Miami Arts Charter School, English Teacher August 2018- June 2019

Disaggregate data and use data to inform instruction that meets the needs of all learners; Monitor student attendance and academic progress; Grade assignments with constructive feedback and import grades into online grading system; Utilize different online resources to differentiate learning; Work individually and in small groups with students in remediating missed concepts in ELA; Prepare students for standardized testing such as FSA; Become acquainted with learner needs through IEPs and meeting with Special Education Specialist; Participate in professional development to enhance teacher practices; Plan curriculum to align to the state standards for multiple grade levels.

Acceleration Academy, English/Reading Content Coach-Temp Position February 2018-August 2018

Monitor graduate candidate attendance and progress; Grade assignments via online curriculum platform, Edgenuity; Utilize different spreadsheets for sharing of information on student retention; Maximize retention efforts to ensure student success; Work individually with students in remediating missed concepts in ELA; Prepare students for standardized testing such as ACT/SAT, FSA, and FCAT; Attend weekly meetings with team to discuss student progress; Request home visits for students with little to no progress; Customize courses according to student needs; Become acquainted with learner needs through IEPs; Maintain contact with directors regarding all matters; Provide case management to group of mentees.

Homestead Senior High, MDCPS, Transformational Literacy Coach August 2016-June 2017

Build teacher capacity in and out of the classroom; Model and co-teach best teaching practices; Plan and deliver professional development sessions; Meet with administration weekly to discuss support roles and teacher progress; Perform observations and debrief with teachers; Advocate for teachers and students; Receive and distribute updated information regarding teachers and students; Serve on school leadership team; Hold weekly common planning meetings; Hold monthly department meetings; Attend district trainings monthly; Report coaching cycle details through google drive documents; Maintain communication with district supervisors; Serve as department chair.

YMCA, Homestead, SPINNING Instructor November 2014-January 2019

Arrive to facility before class; Set up bikes and ensure all fans are turned on; Assist new rides with bike positioning; Explain movements and positions thoroughly; Create playlists and routines; Wipe down bikes after class; Coach members through 45 min- 1 hour rides; Teach about heart-rate and BPM monitoring; Establish relationships with members; Attend staff meetings; Remain up to date on current changes in SPINNING.

Miami Southridge Senior High, MDCPS, English Teacher November 2013-August 2016

Plan lessons and present information about language usage, writing techniques, and literature in a format that engages students and enlivens their curiosity; Assess students' language abilities and monitor their progress in class; Communicate with parents about their child's progress and participation throughout the school year; Maintain all lesson plans in teacher toolkit; Participate in all faculty and department meetings; Work closely in common planning with teachers in English department

New Village Academy, Teacher January 2012-November 2013

Implement Study Tech with all middle school and high school students; Maintain excellent classroom management; Organize and update student programs daily; Create supplemental lesson plans to enhance the student's learning experience; Maintain constant communication with Director of Education and parents; Present material in a fun and interactive way; Work one on one with students when necessary.

ConnectFamílias, Community Specialist, Apprenticeship August 2011-December 2011

Participate in monthly asset-based community development trainings; Manage caseload and accurately document using online platform; Assess at-risk families and provide community resource information; Document findings during home visits; Provide ongoing support and case management to families in case load;

Community outreach to build relationships with stakeholders; Leadership trainings; Work in group setting; Advocate for minorities in community; Communicate with supervisors regarding caseload.

Living Well Lady Fitness & Spa, Fitness Consultant June 2008-August 2008

Maintain clean environment of facility; Customer Service; Membership Sales; Consult members on new and improved fitness measures; Call and confirm appointments; Maintain records of all facility guests.

Dave & Mary Alper JCC, Fitness Center Front Desk May 2006- September 2007

Answer multi-line telephone; Keep organized log of daily members and classes; Maintain correct account of money paid to center daily; Deliver positive attitude towards guests; Maintain organized desk and files; Provide excellent customer services.

Kendale Elementary, Private Tutor October 2005-October 2007

Sign students out of class promptly; Assist students in all subjects; Review English, Reading, Writing, and Spelling with Spanish speaking students; Maintain relationship with predominantly Spanish speaking parents and inform them of child's progress; Aided several students in passing the Florida Comprehensive Assessment Test.

EDUCATION

AUGUST 2019

MASTER OF EDUCATION IN EDUCATIONAL LEADERSHIP, GRAND CANYON UNIVERSITY

MAY 2011

BACHELOR OF ARTS IN LIBERAL STUDIES, FLORIDA INTERNATIONAL UNIVERSITY Coursework focus on natural, physical, and social sciences; Minor in Communication Studies

MAY 2007

**HIGH SCHOOL DIPLOMA, MIAMI KILLIAN SENIOR HIGH
4.7 GPA Cum Laude**

SKILLS

- Leadership
- Professional Development Facilitation ●
- Observation
- Fluent in English and Spanish
- Coaching
- Social Emotional Wellness
- Ability to work in fast-paced environment
- Strength and Conditioning, Corrective Exercise, and Nutrition Support, Glute Building
- Communication and Data Analysis
- Curriculum Design
- Asset-Based Community Development
- Mentorship
- Providing Constructive Feedback
- Entrepreneurship

CERTIFICATIONS AND TRAINING

SPINNING Group Fitness Instructor, ISSA Personal Trainer Certificate, Glute Specialist, CPR AED,

Florida Professional Teacher's Certificate: English 6-12 Reading Endorsement K-12, Weikart Youth Work Method Trainer, Weikart SEL PQA Reliable Rater, Instructional Coaches Academy Graduate (MDCPS ETO), Professional Learning Support Team (MDCPS PLST), Mentoring New Teachers (MDCPS Mint Program), Americorps- Public Allies Apprenticeship