

# Caroline A. Dawson

New York, NY

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## EXPERIENCE

**cadawson.com** New York, NY

**Consultant and Independent Contractor** (May 2004 – present)

- Created instructional manuals and implementation guides for fitness industry clients based on new product specs
- Designed and documented a variety of fitness curriculums and staff trainings for the largest health club chain in the Northeast, including Power Yoga and Spinning® for Kids
- Advised fitness models and photographers on postural form and alignment for photo shoots

**Instructor Toolbox** New York, NY

**Master Trainer** (October 2007 – present)

- Created curriculum for Instructor Toolbox's *Practical Skills Workshop*, an ACE and AFAA approved continuing education workshop for group exercise instructors and personal trainers
- Conducted workshops nationwide and developed group exercise instructors and personal trainers

**SPINFitness® (formerly Mad Dogg Athletics)** Venice, CA

**Master Instructor** (October 2005 – present)

- Led Johnny G Spinning® orientations and continuing education workshops across the United States as part of an elite team of 150 Master Instructors that represent SPINFitness® worldwide
- Represented SPINFitness® by leading segments on the benefits of Spinning® on the WB11 Morning News, FOX's Good Day New York, and NY1
- Consulted with reporters representing Self, Fitness, Best Body, Quick & Simple, For You, Fit Yoga, Healthy Aging, and In Touch magazines regarding the benefits of Spinning®

**Town Sports International (TSI)** New York, NY

**Training and Development Manager** (February 2003 – May 2004)

- Led staff trainings for TSI group exercise instructors, personal trainers, and kids programming instructors for branded programs, instructing to groups as large as 50 and trainings up to 8 hours in length
- Created and documented a process to develop branded fitness programs for over 130 health clubs in the TSI network, collaborating with industry leaders such as Juan Carlos Santana, Nautilus, YogaFit®, and ISCA
- Managed and trained over 65 TSI faculty members in a variety of programming, including branded strength training, yoga, kickboxing, boxing, Pilates, functional training, and kids programs
- Created over ten concise, easy-to-follow written manuals used in TSI staff trainings, each up to 100 pages
- Performed cost analysis and restructured staff trainings, saving the company over \$50,000 annually

**TSI Summit Presenter Manager** (February 2003 – October 2004)

- Managed over 90 TSI Summit presenters on-site and in the months leading up to the event, communicating logistics relating to marketing, travel, session outlines, biographies, CEC/CEUs, and overall event details
- Coordinated attendee giveaways as a marketing strategy to promote event sponsors and presenters

**Group Exercise Instructor** (March 2001 – present)

- Instructed many different class types in seventeen years experience, including: Spinning®, BodyWedge21™, advanced step, cardio kickboxing, yoga, prenatal yoga, hi/lo/multi impact, body conditioning, interval training, circuit training, sports conditioning, deep and shallow water aerobics, and slide
- Catered to special populations and developed lasting fitness relationships as illustrated through participant loyalty and consistently building class attendance in a diverse urban market (New York City)

**Accenture (formerly Andersen Consulting)** Boston, MA

**Information Technology Consultant** (June 1999-Sept 2002)

- Led a conversion team to bring two manufacturing sites of a Communications and High Technology Fortune 500 firm live on SAP R/3, communicating with senior client executives daily
- Contributed to developing a tool to import/export integrated data across SAP clients to support release wide testing, with an emphasis on reporting functionality, leading client meetings to extract reporting needs

**EDUCATION Oklahoma State University** Stillwater, OK

- Master of Business Administration (Marketing Emphasis), December 1998, GPA 4.00
- Bachelor of Science in Business Administration, May 1997, GPA 3.92

## **CURRENT FITNESS CERTIFICATIONS** (Copies available on request)

- National Academy of Sports Medicine Certified Personal Trainer (NASM CPT)
- American Council on Exercise (ACE) Group Fitness Instructor
- American Council on Exercise (ACE) Personal Trainer
- Aerobics and Fitness Association of America (AFAA) Primary Group Exercise Instructor
- Johnny G Spinning® Instructor Certification
- YogaFit® Level One
- YogaFit® Level Two
- YogaFit® Basics
- YogaFit® Prenatal/Postpartum
- YogaFit® for Personal Trainers
- International Strength and Conditioning Association (ISCA) Kickbox Round I
- International Strength and Conditioning Association (ISCA) Kickbox Round II
- Silver Sneakers Muscular Strength Range of Motion (MS ROM)
- Silver Sneakers Cardio Circuit
- Silver Sneakers YogaStretch 1
- CPR/AED certification