

Jolene Ballard

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EXPERIENCE:

- **Base Health Club Jersey City, NJ (03/17-present)**
 - Group Fitness Instructor/Personal Trainer
- **Signature Fitness, Belleville, NJ, Fitness Director (07/16-01/17)**
 - Oversee Personal Training and Group Fitness Departments in terms of hiring, firing and training talent/independent contractors/held staff meetings/reviews/salary increases
 - Implement marketing initiatives, class schedule, community outreach, payroll, newsletters and special events.
Held in/out
house sales and promotions with press to generate publicity and community awareness of club
 - Handle member needs, comments and administrative paperwork
- **Sky Club Fitness & Spa, Hoboken, NJ, Fitness Director (12/11-8/12)**
 - Oversee Personal Training and Group Fitness Departments in terms of hiring, firing and training talent/independent contractors/held staff meetings/reviews/salary increases
 - Implement marketing initiatives, class schedule, community outreach, payroll, newsletters and special events.
Held in/out
house sales and promotions with press to generate publicity and community awareness of club
 - Handle member needs, comments and administrative paperwork
 - Worked with cleaning staff to keep locker rooms/floor/studios/spa in immaculate condition
- **New York Athletic Country Club, New York, NY (12/10-7/16)**
 - Group Fitness Instructor/Personal Trainer
- **SONY, New York, NY (12/10-7/16)**
 - Group Fitness Instructor-/Personal Trainer
- **The Gym Englewood/Montvale, NJ (7/11-12/11)**
 - Group Fitness Instructor/Personal Trainer
- **Mercedes Benz, Montvale, NJ (10/10-7/16)**
 - Group Fitness Instructor/Personal Trainer
- **CNBC and 30 Rock/NBC Studios Corporate Fitness Club New York, NY (12/10-7/16)**
 - Group Fitness Instructor/Personal Trainer
- **Private Home Personal Trainer (2006-Present)**
 - Travel to private residences to physically train individuals/celebrities to meet personal fitness goals
- **CanDo Fitness, Edgewater, NJ (11/06-06/11)**
 - Personal Trainer - promoted to Master Trainer
 - Nationally Certified Group Fitness Instructor- led 10 classes weekly, prep and choreograph classes, interfaced with club members and needs
 - Elected to Marketing Task Manager- Responsible for special events and concepts to help serve the community and create brand awareness
- **ABC Sports TV, NY, NY- Sports Emmy Production Planner (01/02-11/06)**
 - Produced Sports Emmys, editing award-winning clip reels for on-air, acceptance speeches, credit lists
 - Handled Sports Talent for two Super Bowls and three College Football Seasons
 - Interfaced with Sales, Promotions and Traffic Departments on each commercial spot aired
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ABC Television Inc. NY, NY- National Sales Manager (01/01-01/02)

- Led team of sales assistant on all administrative sales tasks and meetings
- Created and presented sales proposals, objectives, strategies and media planning
- Sales Director and Producer of multi-million dollar marketing events at national level
- Planned special events and media parties for clients on national level. Booked TV celebrity appearances
- Researched marketing strategies, target markets and media programs
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WPLJ-FM, NY, NY- On-Air Talent:

- “Scott and Todd” Morning Show- On-Air Talent for concert and movie reviews and promotions

Columnist, Edgewater View Newspaper, Edgewater, NJ (2006-Present)

- Write and research weekly column called “Lifestyle and Trends”
- Discuss topics regarding to living healthy and fit lifestyles

Team Continuum- Head Event Sales Planner:

- Designed interior space and “Step and Repeat” Board for paparazzi
- Handled A-List Talent
- Handled all logistics of event planning and catering, raised over \$50,000 for children with cancer

COMMUNITY SERVICE:

Big Brothers, Big Sisters- Volunteer:

- Prepare press releases, promotional materials and advertising copy
- Generate radio and local TV publicity, plan special events for teaching children fitness; fundraisers

Disney Outreach Program- Special Events Committee and Volunteer

- Head up Special Events Committee to generate fundraiser
- Tutor children in literacy and college preparation

EDUCATION: State University New York, Oswego, NY Oswego, NY Class of 1999
B.A. Communications (Concentration: Communications, Minor: Public Relations)

FITNESS CERTIFICATIONS: ACE, Zumba, Spinning, Les Mills: Body Pump, Cardio Striptease, Tier 1 Training.

AWARDS: Group Fitness Instructor of The Year 2008, Miss New York, Overall Fitness and Interview Award- Beauties of America National Competition, 2005 SUNY Oswego G.O.L.D (Graduate of the Last Decade), Top 40 Under 40, 2005 ABC Inc, Silver Employee Award

TELEVISION APPEARANCES: Host and Choreographer of AbCoaster Machine Cardio DVD Workout, FOX-5 News: Fitness Specialist, Golf Greenstick DVD, Co-Host “Secrets of Winning Beauty Pageants and Fitness Competitions”, Good Morning America, Good Day NY, On-Air Reporter, Hudson TV

FITNESS MODELING: Men’s Health, AbCoaster Print and Online, Golf Magazine, The Business of Personal Training, Nina Bucci Workout Wear Catalog and Cover Model, Lara Swimwear, Various Book Covers

CONTRIBUTING AUTHOR: ”17 Minutes to a Powerhouse Butt”, “Get It” by Real Housewives of New Jersey Cast Member, Jacqueline Laurita