

AL

# Anthony Lewis

## Personal Trainer

Personal trainer with 6 years coaching adult fat loss, masters lifters, and return-to-fitness clients. Run a steady book of 30+ sessions per week and have managed a junior trainer team of 4. Known for plain-English programming, weekly check-ins, and a no-pressure renewal conversation.

## CONTACT INFORMATION



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## EDUCATION

- B.A. Health and Wellness, University of Minnesota, 2018
- NSCA Certified Strength and Conditioning Specialist (CSCS), 2020
- Functional Range Conditioning (FRC) Mobility Specialist, 2022
- CPR/AED, 2023

## KEY SKILLS

- Strength and conditioning programming
- Fat loss program design
- Masters and older-adult training
- Return-to-fitness progressions
- Trainer mentoring
- Client retention and renewals
- MindBody, TrueCoach, Trainerize
- Body composition assessment
- Group class instruction

## PROFESSIONAL EXPERIENCE

### Lead Personal Trainer | North Loop Barbell & Conditioning, Minneapolis, MN 2022 - Present

- Carry 32-36 weekly sessions while overseeing a team of 4 associate trainers; team session count grew 38% year over year in 2023.
- Built the studio's intake protocol: 45-minute consult, FMS-style screen, and a written 4-week starter plan delivered the same day.
- Coach a masters lifters group (ages 55-72) of 9 members through twice-weekly strength sessions.
- Run monthly trainer education on cueing, tempo work, and de-load weeks for the junior staff.
- Reduced client churn from roughly 15% to about 9% per quarter by adding biweekly written check-ins.

### Personal Trainer | Lakeshore Fitness & Wellness, St. Paul, MN 2019 - 2022

- Built a personal book from 6 to 28 weekly sessions over two years, mostly from member referrals.
- Coached 19 clients through a 16-week fat loss program; average client lost 18 pounds and kept it off through follow-up.
- Wrote the club's return-to-exercise template for members coming back after surgery or extended time off.
- Picked up a Sunday morning kettlebell class (10-14 attendees) that became one of the club's highest-attended group sessions.