



# Daniel Jackson

Personal Trainer

## CONTACT INFORMATION



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## EDUCATION

- **M.S. Exercise Physiology, Oregon State University, 2013**
- **B.S. Kinesiology, Portland State University, 2010**
- **NSCA CSCS (2011) and CPT (recertified 2024)**
- **StrongFirst Certified SFG Level II**
- **USAW Level 1 Sports Performance Coach**

## KEY SKILLS

- Studio ownership and P&L
- Trainer hiring and mentorship
- Programming for masters and competitive lifters
- Continuing-education curriculum design
- Hybrid in-person and online coaching delivery
- Public speaking and workshop instruction
- Affiliate licensing and partnerships
- Content marketing (YouTube, Substack)
- Post-rehab coordination with clinicians
- Business sale and transition

## ABOUT ME

Master trainer with 17 years across commercial gyms, private studios, and online coaching. Built and sold a six-trainer studio in 2022. Currently lead a hybrid in-person and online coaching practice, run continuing education for two certifying bodies, and consult for boutique gyms on programming and trainer development.

## PROFESSIONAL EXPERIENCE

### OWNER AND HEAD COACH | VANDEBERG STRENGTH METHOD, PORTLAND, OR 2022 - PRESENT

- Run a hybrid practice of 22 in-person and 41 online clients with annual revenue around \$312,000 working solo with one part-time admin.
- Designed the 16-week Method curriculum now licensed to 7 affiliate gyms across the Pacific Northwest.
- Coach 3 nationally ranked masters powerlifters, including 2 USAPL meet podium finishers in 2023.
- Deliver 6-8 paid weekend workshops per year on assessment and programming, averaging 24 attendees per workshop.
- Built a content library on YouTube and Substack with 41,000 combined subscribers as the studio's primary lead source.

### CO-FOUNDER AND DIRECTOR OF COACHING | STUMPTOWN PERFORMANCE STUDIO, PORTLAND, OR 2017 - 2022

- Co-founded a 6-trainer private studio; grew membership from 0 to 280 active clients across five years before sale in 2022.
- Built the trainer hiring pipeline, internal apprenticeship, and pay structure used by all coaching staff.
- Owned the programming review process: every client's 12-week block reviewed by me before delivery.
- Maintained an average client tenure above two years across the studio's full book.
- Negotiated the studio's sale to a regional gym group, structured to keep all 6 trainers employed.

### MASTER INSTRUCTOR (CONTINUING EDUCATION) | NSCA AND STRONGFIRST, REMOTE 2016 - PRESENT

- Co-author two NSCA continuing-education modules on barbell coaching for older adults, in use since 2019.
- Lead StrongFirst kettlebell certifications 3-4 times a year, certifying roughly 60 coaches annually.
- Sit on the review panel for NSCA practical exam scoring revisions.
- Speak at 2 industry conferences a year on coach development and program design.

**SENIOR PERSONAL TRAINER | CASCADIA FITNESS CLUB, VANCOUVER,  
WA**

2011 - 2017

- Carried the highest-grossing personal training book in a 14-trainer club for 4 consecutive years.
- Promoted from associate to senior trainer in 18 months; promoted again to floor manager in year three.
- Built the club's first dedicated post-rehab partnership with two physical therapy clinics.
- Coached and certified 9 internal hires through the club's trainer apprenticeship.