

Kevin Wright

Personal Trainer

NASM-certified personal trainer with 7 years coaching general population, post-rehab, and youth athletic clients. Blend strength programming with habit coaching, retaining 80%+ of clients past month six. Comfortable running 1-on-1, semi-private, and small group sessions across both club floor and remote app delivery.



EDUCATION

B.S. Kinesiology, California State University, Chico, 2017 |

NASM Certified Personal Trainer (CPT), recertified 2024 |

Precision Nutrition Level 1 Coach, 2020 |

CPR/AED and First Aid, American Red Cross |



KEY SKILLS

- Strength programming (linear and undulating)
- Movement screens (FMS, overhead squat assessment)
- Post-rehab progression
- Pre/postnatal training
- Nutrition habit coaching
- Small-group instruction
- TrueCoach, MyFitnessPal, MindBody
- InBody and DEXA interpretation
- Consultative sales and renewals



PROFESSIONAL EXPERIENCE

Senior Personal Trainer

Riverbend Athletic Club, Sacramento, CA, | 2021 – Present

- Manage a personal book of 38 active clients with average session retention of 14 months, the highest on a coaching staff of 11.
- Built a 12-week post-physical-therapy strength program in partnership with two local PT clinics; referrals from the clinics now drive roughly a quarter of new sign-ups.
- Lead a Saturday small-group barbell class (6-8 lifters) that has run continuously since 2022.
- Mentor two associate trainers on assessment intake, program writing, and price conversations after a free consult.
- Launched a remote coaching tier through TrueCoach in 2023, adding ~\$1,800 in monthly recurring revenue without adding floor hours.

Personal Trainer

Granite Peak Fitness, Reno, NV, | 2018 – 2021

- Grew from 0 to a fully booked 32-session week within 11 months by working the club floor and running free InBody consults.
- Specialized in pre- and postnatal training; coached 24 clients through pregnancy and return-to-lifting cycles.
- Helped a team of 6 trainers rewrite the new-member fitness assessment, cutting intake time from 60 to about 40 minutes.
- Maintained a client cancellation rate under 5% by texting reminders the night before and rescheduling proactively.