



## Raquel Harris

Fitness professional with a passion for operations and marketing.

## EXPERIENCE

### PERSONAL TRAINER

- **Independent**  
(March 2015-Present)
- **Co-Owner | Strike'ng Fitness**  
(March 2015-October 2019)

Manage operations, website, directory listing, merchant and social media accounts (create content, engage with users, and define hashtags). Track sales performance. Create invoices, financial statements, and automated scripts. Send email campaigns. Generate leads. Develop retention strategies. Organize events (retreats, seminars, pop-up classes, boutique fitness classes, and corporate workshops). Build relationships with brands, vendors, and local businesses. Respond to press inquiries. Sell personal training packages. Conduct 45-60 minute private lessons to beginner, intermediate and advanced clients. Design drills targeted to increase skill level. Demonstrate applications to moves. Hire and train subs.

(March 2018-October 2019)

### INSTRUCTOR | HIT HOUSE

Lead 50-minute high intensity Muay Thai classes for all levels. Prepared music. Created cardio based driven combinations. Explained proper technique and demonstrated. Gave technical correction, attention and positive reinforcement to each member.

(October 2012-October 2014)

### MANAGER | iLoveKickboxing.com

Oversaw studio and reported to general manager. Constructed teaching schedule. Resolved member complaints. Approved and processed member cancellation request, downgrades and transfers. Lead staff. Assigned staff sales goal. Strategized weekly studio goals. Updated monthly employee sales statistics. Contributed to monthly sales. Critiqued and assisted instructors with teaching and sales. Ordered and stocked pro-shop. Calculated negative billing each month. Assisted in planning marketing strategies to increase traffic.

## SKILLS

- Writing
- Digital marketing
- Google Suites
- Microsoft Office
- Adobe Photoshop & InDesign

## HIGHLIGHTS

- Casting agent for SONY press event
- Casting agent & writer, [Not For Girls](#)

- SHOTOKAN KARATE BLACK BELT
- 5X MUAY THAI CHAMPION
- KICKBOXING WORLD CHAMPION



"Raquel is awesome and #badass. Her combinations are fun and keeps you on your toes. Everything hurt the next day (in a good way)" - ClassPass