

Athletic Director

Mark Wheeler

Professional summary

Dynamic and results-driven Athletic Director with experience managing fitness programs, promoting health and wellness, and building engaged fitness communities. Adept at driving membership growth, leading high-performing teams, and organizing transformative fitness events. Passionate about fostering a culture of fitness that prioritizes member satisfaction and measurable results.

Experience

Athletic Director

July 2017 - Now  
Miami Health & Fitness Center / Miami, FL

- Manage daily operations of a 20,000 sq. ft. facility, serving over 1,500 members.
- Developed fitness programs, leading to a 30% increase in membership renewals and client engagement.
- Spearheaded marketing strategies for seasonal fitness challenges, resulting in a 20% boost in event participation.
- Negotiate vendor contracts and equipment acquisitions, saving 15% on operational costs annually.

Fitness Coordinator

May 2014 - June 2017  
Sunshine Fitness Center / Miami, FL

- Coordinated personal training schedules and group classes, boosting client retention.
- Supported fitness marketing campaigns, increasing membership sign-ups by 12%.
- Trained and onboarded new staff, promoting best practices in fitness coaching.
- Implemented wellness initiatives tailored to corporate and senior clients.

Volunteering




Community Wellness Coach

2020 - Now  
Miami Senior Living Community

- Design wellness classes for seniors focusing on mobility and strength training.

Publications

- “Boosting Membership Retention with Engaging Fitness Programs” – Fitness Pro Insights, January 2023
- “Creating Inclusive Wellness Programs for All Age Groups” – Health & Wellness Magazine, July 2022

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Education

**Bachelor of Science in Exercise Science**  
University of Miami  
Graduated: May 2014

Certifications

- **CPR/AED Certification** – American Heart Association, January 2023
- **Personal Trainer Certification** – NASM-, October 2019

Skills

Fitness Program Development & Innovation	<div><div></div><div></div><div></div><div></div><div></div></div>
Team Leadership & Staff Training	<div><div></div><div></div><div></div><div></div><div></div></div>
Membership Retention Strategies	<div><div></div><div></div><div></div><div></div><div></div></div>
Event Planning & Coordination	<div><div></div><div></div><div></div><div></div><div></div></div>
Health & Wellness Promotion	<div><div></div><div></div><div></div><div></div><div></div></div>
Budgeting & Operational Efficiency	<div><div></div><div></div><div></div><div></div><div></div></div>
Data-Driven Performance Metrics	<div><div></div><div></div><div></div><div></div><div></div></div>

Languages

Spanish: Professional Proficiency