

Gurmehar Sachdeva

FITNESS PROFESSIONAL & SPORTS BUSINESS STUDENT,
UNIVERSITY OF WATERLOO

Profile

- More than 3 years of extensive experience in sales, marketing, and personal training, successfully coaching over 50 clients.
- Demonstrated expertise in recruiting, onboarding, training, and effectively leading teams.
- Proficient in fitness management and adept in social media marketing as evidenced by Conditioning Co-op role.
- Excellent collaboration and communication skills because of high-class education and rich work experience.
- NASM certified Personal Trainer with up-to-date Standard First-Aid and CPR certification.

Professional Experience

Conditioning Co-op, University of Waterloo Athletics & Recreation Department, Waterloo, Canada

JANUARY 2024 — MAY 2024

- Coordinating the university personal training program by assessing the needs of 20+ new clients and pairing them with suitable trainers to achieve maximum client satisfaction.
- Recruiting, onboarding, and training 10 new trainers to meet business requirements and ensure smooth operations.
- Providing facility tours and consultations to promote service offerings, resulting in a 30% conversion rate of consultations into clients.
- Creating engaging social media content, including trainer-led workouts and challenges, etc. using Adobe Premiere Pro to promote service offerings and team culture, gathering over 165K views.
- Designed and delivered a "Programming For Resistance Training" seminar, leveraging strong research and presentation skills to educate a cohort of 15 personal trainers, with 80% reporting acquiring new and valuable knowledge.

Marketing Director, Oceanic Gym, India

MAY 2023 — DECEMBER 2023

- Prepared and implemented marketing plans, driving a sales increase of over 35%.
- Managed Google Ad Campaigns and Facebook Ads leveraging proficient Digital Marketing skills, resulting in a 50% boost in leads.
- Developed and maintained business website using WordPress, effectively conveying services and events.

Senior Personal Trainer, University of Waterloo Athletics & Recreation Department, Waterloo, Canada

MAY 2022 — DECEMBER 2023

- Administered Functional Movement Screen assessments to evaluate clients' fitness levels and monitor their advancement over time.
- Developed customized and periodized programs aligned with

Details

Waterloo, Canada
2269788033
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Skills

Personal and Group Training
Fitness Consulting
Human Resource Management
Event Management
Digital Marketing
Adobe Premiere Pro
Canva
Microsoft Office
Google Workspace

Links

[Portfolio Website](#)
[LinkedIn](#)

Hobbies

Powerlifting
Cricket

clients' objectives and training experience, integrating scientific principles to foster long-term success.

- Taught clients new exercise techniques through hands-on demonstrations and clear verbal instructions, employing tactile cues to mitigate injury risks and optimize performance.

Marketing And Sales Intern, GWN Events, Etobicoke, Canada

MAY 2023 — AUGUST 2023

- Edited and launched email marketing campaigns using HubSpot to boost the registrations for upcoming events by 10%.
- Created appealing content for social and digital channels using Adobe Premiere Pro and Canva to improve engagement rate by over 50%.
- Procured event vendors and entertainment through proactive cold calling and email outreach to local businesses.

Education

BA in Recreation and Sports Business with Minor in Event Management and Human Resource Management, University of Waterloo, Waterloo, Canada

SEPTEMBER 2019 — PRESENT

- Relevant Courses: Program Management & Evaluation, Strategic Human Resource Management, Principles of Marketing, Accounting for Managers, and Quantitative Data Analysis and Mobilization.
- GPA: 3.92 out of 4.0.
- Awards: President's Scholarship of Distinction, Wellness Promotion Leadership Award, and Dean's Honours List.

Volunteer Experience

Vice President of Sponsorships & Finance at University of Waterloo Marketing Association, Waterloo, Canada

JANUARY 2023 — APRIL 2023

- Acquiring sponsorships for a case competition by creating a sponsorship package, participating in outreach, and negotiating sponsorships deals.
- Organizing the case competition using strong planning and interpersonal skills.

Varsity Student Team Manager at University of Waterloo Athletics & Recreation Department, Waterloo, Canada

AUGUST 2022 — OCTOBER 2022

- Filmed football practice sessions and home games using a professional camera set up for player analysis.