Leocadia Thursfield

Certified Personal Trainer, Strength and Small-Group Coach

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SUMMARY

Certified personal trainer with 6 years coaching adults in strength, general fitness and return-to-exercise programs. Delivers 30+ one-to-one sessions a week, runs 4 small-group classes and keeps 85% of clients renewing their packages. NASM certified with corrective exercise and kettlebell credentials.

EXPERIENCE

Senior Personal Trainer — Ironwood Athletic Club

Austin, TX · Jan 2021 – Present

- Deliver 30–35 one-to-one sessions a week to a roster of 24 clients, with 85% renewing their packages each quarter.
- Built 12-week strength programs for 40+ beginners, with 90% able to deadlift their body weight by week 12.
- Run 4 small-group strength classes a week of up to 8 members, averaging 92% of spots filled.
- Converted 38% of free introductory sessions into paid packages, the highest rate among 9 trainers in 2024.
- Mentored 3 new trainers on assessments and session planning during their first 90 days.

Personal Trainer — Pecan Street Fitness

Austin, TX · Mar 2019 – Dec 2020

- Coached 18 regular clients, mostly adults over 50, using movement screens and progress checks every 6 weeks.
- Moved 15 clients to online sessions within 2 weeks when the gym closed, keeping 80% of them active.
- Led 3 free community workshops on safe lifting, each bringing 4–6 new client enquiries.

SKILLS

Training: Strength programming, periodisation, kettlebells, mobility, conditioning, small-group coaching

Assessment: Movement screens, posture analysis, body composition tracking, progress testing

Special populations: Older adults, beginners, prenatal and postnatal clients with medical clearance, return to exercise

Business: Package sales, client retention, booking software, social media content, referrals

CERTIFICATIONS

NASM Certified Personal Trainer, 2018

NASM Corrective Exercise Specialist, 2021

Kettlebell Instructor Level 1, 2022

CPR and AED, 2025

EDUCATION

B.S. Kinesiology, Texas State University, 2018

Fictional example by FindAJobAI: the person, employers and numbers are invented.