

Cat Cantella

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Results-driven Sales and Operations Leader with over 10 years of experience managing high-visibility accounts, driving revenue growth, and building community partnerships. Versatile leader with over 10 years of experience as a high-performance Personal Trainer and fitness entrepreneur. Expert at blending movement science with business operations to drive studio profitability and brand loyalty. Proven track record of managing elite client accounts, designing proprietary training templates, and leading multi-disciplinary teams in high-stakes boutique fitness environments.

SKILLS

- **Sales & CRM:** Outbound Solicitation, KPI Tracking, B2B Networking, Lead Conversion, Budgeting, remote managing and sale experience.
- **Communication:** High-Level Diplomacy, Conflict Mediation (Background in Psychology), Public Relations.
- **Technical:** Microsoft Excel/Google Sheets, CRM Software, Marketing Design, Social Media Strategy.
- **Event Management:** End-to-End Event Planning, Vendor & Contract, On-site Logistics, Volunteer/Staff Management, Registration Platforms.
- **Team Development:** Recruitment & Onboarding, Staff Mentorship, Performance Reviews, Conflict Mediation, Culture Creation, Training Manual Development.
- **Movement Science: 10 Years of Personal Training,** Kinesiology, Injury Recovery, Mindful Movement, Yoga, Technical Template Design.

AMP Fitness Personal Training / AMP Fitness

Pittsburgh, PA *Owner / Director of Sales & Operations/ Coach & Personal Trainer* | March 2020 – Present

- **Brand Architecture:** Conceptualized and launched a boutique fitness brand from scratch, including visual identity, market positioning, and core service offerings to compete in a saturated wellness market.
- **Revenue Growth:** Developed sales process and outreach for a boutique fitness brand from \$0 and Zero visibility, consistently meeting monthly membership and event sales targets through lead generation and B2B networking.
- **High-Visibility Account Management:** Developed and maintained customized programming for *high-profile clients*; results featured in *Men's Health (2024)*, demonstrating the ability to deliver elite service under high stress.
- **Strategic Partnerships:** Designed and implemented collaborative programming with local country clubs and businesses to create "shoulder season" revenue and expand market reach.
- **Operations Leadership:** Managed a staff of 6 coaches and 150+ members, overseeing payroll, budget creation, and community event execution.
- **Remote Experience:** Management, Sales experience, conducting 1-on-1 virtual personal training sessions for 5+ years

OrangeTheory Fitness

Multiple Locations (East-End Pittsburgh, Robinson, Wexford), PA *Studio Manager & Sales Lead, Coach* | June 2015 – March 2021

- **Multi-Site Management:** Directed operations and sales across 3 distinct studio locations, managing a staff of 20+ and reporting directly to ownership with measurable performance feedback.
- **KPI Achievement:** Consistently met monthly sales expectations and maintained a member base of over 2,000 through targeted outbound solicitation and lead nurturing.
- **Event Execution:** Orchestrated over 50 successful community-based marketing events to drive brand awareness and new account acquisition.
- **Remote Sales:** Provided guidance and led a team of remote outbound sales to ensure hitting monthly KPIs.

EDUCATION

- **Master of Science in Counseling (Sports Psychology)** | Chatham College, Pittsburgh, PA
- **Bachelor of Science in Psychology** | Westminster College, New Wilmington, PA
- **Certifications:** NASM, 200hr Yoga, CPR/AED.