

Rayne M. Herzog
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Career Objective:

Work in a responsible position in the fitness industry where I can be directly responsible for growth and profitability. Be a part of a dynamic organization that is continually striving to improve itself.

Education and Certifications:

- University of Vermont, B.S. in Agriculture, May 1984
- Certified in CPR, First Aid, Spinning, Yogafit, Circuit Training, Water Rowing, Nordic Walking and AFAA Personal Training

Employment:

Shelburne Athletic Club, Shelburne, VT, May 1998 – present

Owner, General Manager, Sales Manager

Human Resources Director

- Hiring, supervision, and training of 35 employees and subcontractors (i.e. personal trainers, group fitness instructors)

Assistant Aerobics Director

- Assist with coordination and scheduling of extensive group fitness program

Group Fitness Instructor

- Certified in Spinning, Yogafit, Water Rowing, and Nordic Walking
- Currently teaching Spinning, Circuit Training, and Senior Strength Conditioning

AFAA Certified Personal Trainer

- Coaching clients to live life to their fullest potential by integrating fitness, nutrition and life style management practices

Race Director

- Manage fourteen race events per year, totaling 1,200 participants
- Schedule race calendar
- Recruit and supervise race volunteers
- Secure sponsorships
- Course layout
- Safety management

Sales Manager

- Supervise contracts, billing, and public relations of 750 members
- Manage in-house and corporate sales programming
- Train employees, sales forecasts and data management, establish monthly sales quotas, initiate and supervise corporate accounts

Marketing and Advertising Manager

- Coordinate all print advertising
- Organize quarterly newsletter

Facilities Manager

- Management and hands-on maintenance of 12,000 square foot health and fitness facility and 8,000 sq ft of tenant space.
- Oversee all budgeting of revenues and expenses

Future Development

- Budgeting
- Marketing plan
- Scope of work, budgeting and coordination of future expansion

Cyclelogic, Inc., Williston, Vermont, September 1997 to May 1998

Owner

- Development and implementation of Spinning programs at various health clubs throughout Northern Vermont.
- Trained and supervised instructors, managed budgeting, scheduling, safety and maintenance at each facility

Vermont Sun Fitness Center, Middlebury, Vermont, November 1996 to May 1998

General Manager

- General Manager responsibilities: Human Resource Director, Assistant Group Fitness Coordinator, Assistant Race Series Director, Group Fitness Instructor, special programming, facility maintenance, marketing, budgeting and sales

Country Home Products, Vergennes, Vermont, May 1990 to November 1996

Construction Manager

- Performed preliminary estimating and coordination of commercial construction projects, employees and subcontractors
- On-site supervisor of all construction activities including budgeting, scheduling and quality control

Herzog Construction Management, North Ferrisburg, Vermont, May 1984 – present

Owner

- Coordination and supervision of residential and commercial projects. Managed all segments of the construction process from design, scope of work, preliminary cost estimates, subcontractor bids and contracts, budget, project timeline, change orders, daily site supervision, punch list to completion
- Residential Construction: Builder of Four Star energy efficient custom homes specializing in the \$500,000 to \$1 million range. Featured in *Home In Vermont*, September 1993
- Commercial Construction: Brown Animal Hospital, South Burlington, VT, *Veterinary Economics*' 1995 Hospital of the Year

Additional Skills and Interests

- Strong sales, marketing and public relations background
- Lifestyle coaching
- Fundraising for charitable causes (ADA, United Way, Cancer Research)
- Renovation of 1890 Farmhouse
- Triathlon training (swimming, biking, running), kayaking and hiking.