



# LAUREN VEJAR, MA

## Human Potential & Well-Being Strategist

A compassionate, strategic 12+ year wellness professional with experience across corporate wellness, leadership and management, and exercise science. I am experienced in designing holistic programs focused on longevity, subconscious habit change, and performance optimization that elevate the power, potential, and position of people's well-being.

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**I help people lead meaningful lives through leveraging their human potential, purpose, and passions.**

## RELEVANT EXPERIENCE

### Personal and Professional Development Coach, Personal Trainer and Health Coach

Lauren Vejar (remote) | Part-Time March 2018 - Current

- Coach entrepreneurs and working professionals (ages 18-65) in personal and professional development in leadership style, career and life path, job skills, business, marketing and promotion, time and money management, performance, and happiness
- Support clients in positive psychology and behavior change using motivational interviewing, neurolinguistic reprogramming, coaching and empathy to help individuals manage or reduce health-related symptoms and chronic conditions, improve lifestyle habits, and foster greater well-being
- Facilitate personal and professional workshops and wellness programs with topics such as women's weight-loss, strategies to grow your business, elevating confidence, emotional freedom, dreams and goals, and building healthy habits
- Privately personal train clients of diverse ages, cultures, and backgrounds in the gym, at-home, and outside to achieve their personal fitness goals related to cardio, flexibility, weight-loss, body-composition, general well-being, and recovery

### Assistant Director of Fitness and Wellness Programs

Florida International University | Full-Time July 2024 - February 2025

- Managed all fitness and wellness programs across 2 campuses with 8-25 part-time, direct reports
- Created the university group fitness pay rate matrix for instructor and trainer assessments, pay rates, and performance evaluations
- Recruited, hired, and trained new trainers and instructors regularly for university student staff
- Developed and facilitated a 6-week educational, hands-on employee development program for personal trainers
- Constructed personal training proposal to establish competitive personal training prices in the Miami area
- Tracked and analyzed participant and class data for 27 weekly fitness classes

## **Program Manager I - Fitness**

HealthFitness | Full-Time October 2022 - September 2023

- Managed the Honda Corporate Headquarter's Health & Fitness Center and re-vitalized site post-COVID to create a 100% client retention rate, with a 47% increase in daily visits and 48.5% increase in total memberships with site acquisition
- Established policies and procedures regarding customer service, staff conduct, operational management, services and programs, and cleanliness
- Supervised a 10,000 sq. ft facility with fitness gym, volleyball, racquetball courts, pickle ball courts, group fitness, personal training, and front desk
- Tracked quarterly, monthly, weekly dashboard numbers and reports regarding budget, classes, and membership rates
- Hired, trained and developed a 7-person staff for front desk, group exercise, on-call, personal training

## **Corporate Wellness Coordinator**

Hunter Industries | Full-Time October 2017 - January 2019

- Gained 3,000 hours of coaching experience through personal assessments, private training, small and large group classes
- Managed daily administrative processes such as scheduling services, member check-in, filing, contracts, and meeting, planning, food and beverage re-stock and sales
- Coordinated daily, weekly, and monthly wellness center events, classes, tours, presentations, and promotional periods
- Served as the liaison to outsource outside vendors and partners for on-site events and services (5k's, luncheons, programs)
- Delivered 25+ presentations ranging on health topics and programs to groups ranging from 5-150 people
- Facilitated in program launches e-mails, registrations, coaching, program design, tracking, and event coordination

# **Where compassion and strategy meet performance and well-being.**

## **SKILLSET**

### **Strategic Leadership & Operations**

- Organizational Management: Facility Supervision, Program Design & Implementation, Statistical Analysis.
- Talent Development: Employee Performance & Development, Team Building, Conflict Management.
- Facilitation & Communication: Group Facilitation, Presentation Skills, Motivational Interviewing.

### **Health, Wellness & Performance**

- Coaching & Instruction: Personal Training, Group Fitness Instruction, Health & Life Coaching
- Specialized Care: Corrective Exercise Programming, Mental Health First Aid, Reiki Energy Work
- Clinical Interests: Fascial Regeneration, Soft Tissue Therapy & Recovery (Licensure Candidate, 2026)

### **Technical & Language Proficiencies**

- **Bilingual:** English & Spanish
- **Administrative Tech:** CRM Systems, Google Suite, Microsoft Office (Word, Excel, Teams), Dropbox
- **Collaboration & Design:** Zoom, Canva, Social Media Management tools

## ACADEMIC & LEADERSHIP FOUNDATION

- **Massage Therapy Licensure Candidate**, Estimated Completion: August 2026
- **M.A. in Leadership** (Leadership Development Emphasis), Azusa Pacific University, 2021
- **B.S. in Exercise Science** (Spanish Minor), Azusa Pacific University, 2016

## CURRENT CERTIFICATIONS:

### **Physical Performance & Corrective Exercise**

- NASM Corrective Exercise Specialist (CES), 2016–Current
- ACE Certified Personal Trainer, 2014–Current.
- NASM/AFAA Group Fitness Instructor, 2023–Current

### **Holistic Health & Behavioral Coaching**

- 60-Hour Certified Neurolinguistic Practitioner (NLP) & Life Coach, Transformation Destiny, 2021
- ACE Certified Health Coach, 2017–Current
- Youth Mental Health First Aid, 2023–Current

### **Spiritual & Energetic Wellness**

- Reiki Practitioner (Levels I, II, III), Trained with Diane Stein, 2024
- Ordained Minister, Universal Life Church, 2024

## PERSONAL ACCOMPLISHMENTS

- Achieved a 45-pound natural weight-loss 2019-2021
- Founder of the global lifestyle wellness brand, Wild Wealth®
- Achieved goal of becoming a manager by the age of 30
- Acquired dream job as a director at a university
- Earned my Master of Leadership degree and the honorable mention award for class
- Developed strong network of trusted mentors and professional references on my behalf
- Impacted 100's of lives across multiple continents, states, and cultures in the realm of lifestyle wellness

## CAUSES:

Education - Health - Women & Children

## CONTACT:

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