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# DIANE MERRITTS

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CAREER OBJECTIVE    PERSONAL TRAINER

## PROFESSIONAL HIGHLIGHTS

**08/2002 - Present**

**Diane Merritts Personal Training, *PersonalTrainer; Fitness & Supplement Sales***

- Sell personal training, nutrition counseling, and nutrition supplements.
- Motivate, educate, and assist clients in achieving fitness goals.
- 80% renewal rate.
- 64% of total clients sold are still in training.

**09/1996 - 06/2003**

**LML Technologies, *Marketing Manager***

- Managed vendor, customer, and partner accounts in B2B environment.
- Organized and sold auto finance software at tradeshow w/ annual budget of \$350,000+.
- Implemented advertising campaigns in excess of \$500,000 annually.
- Promoted to Marketing Manager, one of the youngest Managers in the company.
- Developed and executed incentive programs; recognized to head "Team Spirit" campaigns.

**01/1995 - 02/1996**

**Women's Health & Fitness, *Personal Training Manager***

- Trained personal trainers how to succeed.
- Motivated, educated, and assisted clients in achieving fitness goals.
- Promoted to Manager in less than 6 months.

## EDUCATION & SEMINARS

**08/89 - 06/93**

**Old Dominion University, Norfolk, VA, *B.A. in English, emphasis Public Relations***

- Honor Council, Elected Public Relations Chairperson
- Mace & Crown Newspaper, Staff Writer
- GPA 3.1

**08/95 - 06/96**

**University of Central Florida, Orlando, FL**

- Undergraduate classes in physical therapy

**10/03**

**Advocare Sales Success School – 3 day sales and supplement training, Dallas, TX**

Returning to school this fall to obtain Masters in Nutrition/Dietetics

## ADDITIONAL INFORMATION

>Completed Tampa, Disney, and San Diego Marathons  
>Volunteer with ORMC in Neurology  
>Member TrackShack's race training program  
>Current AMFPT personal trainer and sports nutritionist certified; Past ACE and AFAA certifications

>8<sup>th</sup> place 2003 Terminator Obstacle Course Competition  
>CPR Certified by the American Heart Association  
>Trained under Marissa Rahn, World Aerobics Champion; Lori Ann Lloyd, World Record Holder, Obstacle Course; John DeFendis, Mr. USA.

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