

RESUME WRITING TIPS FOR FITNESS PROFESSIONALS



“THE FUTURE BELONGS TO THOSE WHO BELIEVE IN THE BEAUTY OF THEIR DREAMS.”
– Eleanor Roosevelt

This may sound idealistic and challenging to imagine after the year and some months of struggle the fitness industry has faced and continues to bravely move through. However, with the vaccine rollout underway in Canada, we invite you as fitness professionals to step up your game and use this time to start rethinking and preparing for the possibilities of future jobs. The very first step is to prepare a winning resume that represents a motivated attitude and the ability to work and instruct with enthusiasm, professionalism, and dedication.

A well - written resume may hold the key to for you to land your next job, launch your dream career or prevent your application from even being considered.

Here are 4 things you can do to ensure that your resume stands out amongst the rest!

1. Keep it Clean and Simple

Your resume’s job is simple – to land you an interview! The recruiter or hiring manager will typically take about 30 seconds to determine whether your resume ends up in the “shortlist” or “reject” pile. Therefore, your resume must be easy to read, accurately describe who you are, what you do best and what value you bring to the role.

Use a clean and consistent format and keep the resume to two pages or less. If you have more than 2 pages worth of experience to cover, only include your most recent, relevant experience and accomplishments. Moreover, instead of calling out the responsibilities that is expected from your role title, highlight your accomplishments and what you are proud of.

A good format to follow is:

- Profile Summary - Highlight your biggest accomplishments and attributes here. Remember to use as many powerful action verbs and job specific information as you can.
- Skills Section – Be sure to bullet point skills specific to the job you are applying to in this section for easy reading.
- Employment History – Start with your most recent and relevant employment. Remember to use powerful action verbs and mention job specific accomplishments that prove you are an excellent candidate.
- Education & Certifications - List all degrees and certifications here. Always start with the most recent and relevant certification.
- Other Information – List any volunteer or charity work, professional associations you are a member of (like canfitpro), participation in competitions, courses or continuing education.

2. Tailor your resume to the specific position you are applying to

Although this may sound tedious, this may be one of the most effective ways to make your resume stand out. Recruiters and hiring managers are looking for specific skill sets and experience that are easily identifiable from the job description. So, if it is a job that you believe you would be the perfect candidate for, ensure your resume is focused on the job title (i.e., Certified Personal Trainer, Group Fitness Instructor, Fitness Manager) and address the employer’s stated requirements for the position. The more you know about the duties and skills required for the job—and organize your resume around these points—the more effective your resume will be. And the more you know about the employer and the position, the better you can tailor your resume to fit the job. This may mean having multiple versions of your resumes and that is fine as long as you stay organized. A cover letter is another way to showcase your relevant skills, experience and explain to the employer how you will be able to add value to the role and company.

3. Be specific about your work experience

List all work experience that has taught you important and applicable skills. Include details like the type of the training you provide, the formats you teach in or whether you cater to a specific niche. Many skills can be marketed to fitness employers besides exercise and nutrition (especially if you’re fitness experience is a side gig). For example, previous jobs emphasizing sales, customer service, leadership, and multi-tasking should be included on your resume. List all work experience that relates as closely as possible to the position you are applying for.

4. References

Most employers ask for two - three references. It is recommended to have your references listed separately and ready to share upon request. You may note at the bottom of your resume: “References available on request.”

5. Review

Once you’ve written your resume and cover letter, it’s important to run a spell check and have the resume proofread by a friend or a mentor to check for grammar, spelling, content and readability.

The experience of the pandemic, which has been unique for everyone, has brought the topic of both physical and mental health into focus for many people much more than before. More and more people want to combine physical training with mental relaxation. In principle, this is good for the fitness industry as fitness strengthens the immune system and sharpens the mind.

Additionally, the Fitness Industry Council of Canada plans a major rollout of the Prescription to Get Active, a program that links physicians and health care providers with recreational fitness facilities in communities across the country. Together, FIC and Prescription to Get Active share a goal of getting 1.2 million Canadians active. This initiative holds immense promise for the employment of young people, the fitness industry as a whole, and the health of Canadians.