

# Kelly Moore

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SunshineKelly

[Fitness Motivation Video by Sunshine Kelly](#)

## **Licensure/Certifications:**

### Certifications, Conferences & Continuing Education

Nutrition Certificate in progress, 2018

131 Method - Charlene Johnson - Nutrition Program, 2018

Empower Fusion Conference, May, 2018

Schwinn Certification, 2018

Empower Conference, January 2018

Spartan Up, January, 2018

Barbell Training, January, 2018

Pilates Instructor Certification, September, 2017

CPR Re-Certified, October, 2016

Barre Above Certification, October, 2016

AFAA Personal Trainer Certification, January, 2016

AFAA Group Fitness Certification, December, 2015

Multiple gym tour and active participation in classes/training, Portland, OR, May 2015

Empower Fitness Conference, Chicago, IL, 2015

Insanity Instructor Certification, Troy, MI, 2014

Piloxing Instructor Certification, Chicago, IL, 2013

Sweat Inc., Conference with Jillian Michaels & Shaun T, Miami, FL, 2013

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## YouTube Videos:

<https://youtu.be/Sc46mDPWxQc>

<https://youtu.be/04D-GlmhZ18>

<https://youtu.be/3dRR1BYKwC4>

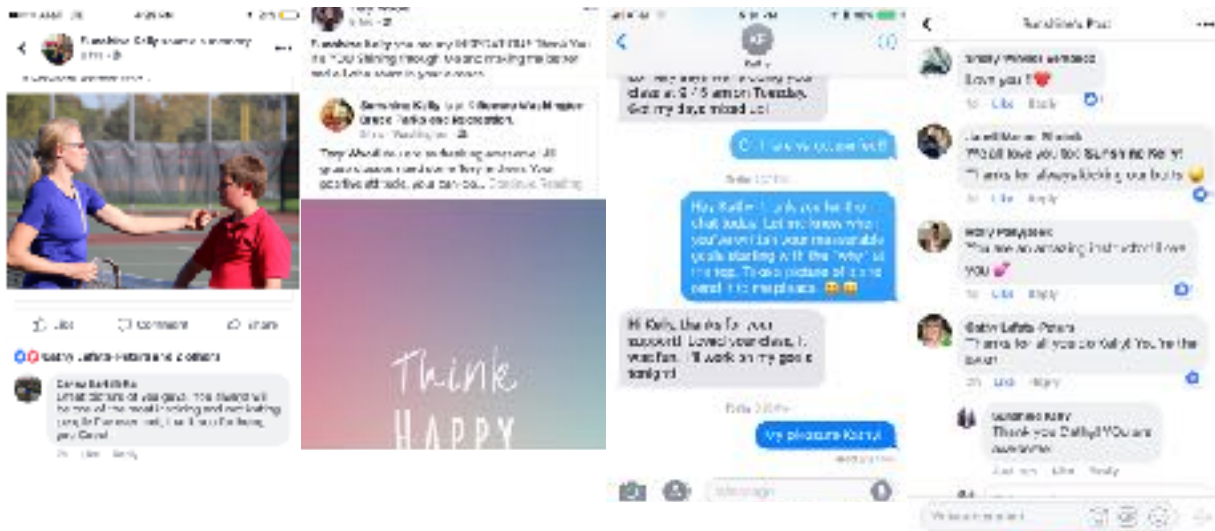
Fitness instruction actually began as part of my tennis instruction in 2002. Fitness instruction has evolved since then and grown from one class, one day a week, and into multiple classes and programs. I have cultivated a loyal following and they would tell you that not only do I come to class prepared with a printed out workout, but also that their given nickname for me, “Sunshine Kelly,” is completely reflective of my personality. Hence the development of my business, Sunshine Health. In 2015, I developed and managed the first annual fitness retreat to promote our programs, and have organized several ‘special events’ with our FitFam to build camaraderie and continued interest in the program.

## Sunshine Health Teaching Philosophy:

As you leave my class/training session, the goal is for you to feel successful. In order to feel that way, you have to feel good about yourself. Each time at class/training, you will know that you matter, that you have more to give than you thought, and that you are getting stronger emotionally as you do physically. When you let those three things happen, you will feel good and therefore, you will leave feeling successful. Whether it is the theme in class/training that day that resonates with you, whether it is me getting next to you to do those mountain climbers, or a particular song really gets you pumped up or myself and fellow fitness peeps giving you positive praise for your achievements, I’ll figure out what motivates you. With your additional feedback, I’ll help you to achieve your goals and be your advocate. If you stay once or come back many times, I wish you an awesome day!

Please feel free to glance at my website for additional knowledge on Sunshine Fitness [www.SunshineHealthFFF.com](http://www.SunshineHealthFFF.com)

## Testimonials:



# Kelly Moore

## Teaching Experience: [Teaching Low Plank](#)

“L” Leadership not only by example, but also by empowerment is the third part of my acronym B.O.L. Teaching is innate within me and I have the patience to do so. Starting with the overall goal in mind, I approach something with a step by step approach. People learn differently, including auditory, visual, or a combination of both. It is important to help someone, including myself, learn in the best way for them.

*Q3Tennis:* From the time I was eighteen years old, I have built this business up to over 250+ players. My niche for being successful in this space has been to develop new ways for teaching tennis, that attracts players and retains instructors. In 2013, I formed an official endorsement with the Pistons Academy, of the Detroit Pistons Organization. In 2015, I organized a fund raiser for a fellow coach that suffered a massive stroke, that accumulated over \$11,000 to help with his medical care/expenses.

Recently in a Step class, I let them know that I was not an official Step instructor (most of them already knew that). Once we got through the material I had prepared, I asked fitness peeps one at a time, to demonstrate a move to the class that we could all then replicate. This went over great because it empowered that fitness peep and it gave the class the workout that they desired. Using this technique is not foreign to me, as I first learned to do this when teaching tennis.

Here is one of my fitness bios:

"Food and fitness has both saved my life and given me life. Exercising helps to calm anxiety and ameliorate depression. Who can relate?"

Fuel your bodies with nutrition that promotes controlled insulin release versus contributing to leaky gut that 80% of us have. Get your heart rate up with movement that you enjoy doing versus burpees that virtually everyone hates. Be with people that motivate and encourage your positive choices that become your life habits.

My Creds: I am a two time Tough Mudder, one time Spartan Warrior, a successful half marathon runner, a tennis pro for sixteen years, a current member of a co-ed football team with eight championships, a member of many softball teams with multiples league championships, and a member of three district tennis teams as the number one singles or doubles player.

FitFam Creds: You tell me how you like to train. TRX, weights, machines, pilates, kickboxing, barre, bosu balls, body bars, medicine balls, agility ladders, speed cones, body weight. You like a change up each week? Great! I am honored to build your workout for you, for your body, and for your mind. You can have your workout plan to use at a future date and you can reach out to me for questions anytime.

Thank you in advance for the privilege of being your coach.” [Fitness is Fun!](#) [Happy Halloween!](#)

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## CERTIFICATIONS

<b>CERTIFIED IN NUTRITION:</b> AFAA	FALL 2018
<b>PERSONAL TRAINER:</b> AFAA	2016
<b>GROUP FITNESS INSTRUCTOR :</b> AFAA	2015
<b>LIMITED LICENSED PSYCHOLOGIST:</b> STATE OF MI	2008

## FORMAL EDUCATION

<b>OAKLAND UNIVERSITY :</b> MASTER OF BUSINESS ADMINISTRATION	2012
<b>THE CHICAGO SCHOOL OF PROFESSIONAL PSYCHOLOGY :</b> MASTER OF ARTS	2007
<b>ALMA COLLEGE :</b> BACHELOR OF ARTS	2005

## PROFESSIONAL WORK EXPERIENCE

**FITNESS LEADER & NUTRITION COACH :** SUNSHINE HEALTH 01/2014 - Present

[www.SunshineHealthFFF.com](http://www.SunshineHealthFFF.com)

### ***Sunshine Health's Signature Program: "Drop Your Pants" Fuel \* Fire \* Fitness***

*Fuel* = Nutritional Counseling , *Fire* = Accountability Partnership, *Fitness* = Weekly Workouts

Teaching Accolades & Program Development

- AFAA Certified Group Exercise Instructor and Personal Trainer - CPR & AED Certified  
Developed a clientele that has grown to over 500+ CLIENTS
- Experienced instructor in Muscle Endurance, Muscle Strength, HIIT, TRX, Pilates, Barre, Tabata, & Schwinn Cycling
- Filmed, produced and distributed a personal workout series, released in 2015
- Continuously running nutritional education groups and 1:1 Coaching

FitFam Events Planned and Lead:

- Monthly events executed outside of the gym atmosphere (e.g. Kayaking, volunteering, dining, birthday celebrations, cooking, apple picking, etc.)
- A special week of outdoor only workouts
- Key motivator and instructor for the RWB Arts & Orchards Run
- The annual Romeo Peachfestival 5k walk/run
- Created the 1st Annual RWB Fitness Retreat
- "Super Saturday" Special workouts with multiple instructors

**OWNER :** Q3TENNIS [www.q3tennis.net](http://www.q3tennis.net) 2002 - Present

Program Development

- Developed a "10 & Under Tennis" program that has grown to over 250 players
- Gained a sponsorship from "Pistons Academy" to aide in program expansion
- Build relationships with participants to retain membership

Staff Supervision

- Hire, train and manage 75+ staff to effectively lead and assist in the program

Chief Financial Officer

- Created a financial forecast that has built stability into the business for sustainability
- Led a \$11,000 fundraiser that included Channel 7 press coverage

Subcontracted Tennis Instructor & Coach

- Peachtree Tennis Club, Romeo Community Schools, Sports Monster, Tennis on the Lake

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**LIMITED LICENSED PSYCHOLOGIST LLP:** PRIVATE PRACTICE & CMH

01/2008 to Present

- 1:1 Counseling that includes mental, physical, and emotional health components
- 96% performance evaluation on CMH employee evaluation
- Crisis therapist, intake therapist, individual & group counseling
- Developed a Microsoft Excel staff database to use for client referrals to outside resources

**ATHLETIC SUPERVISOR:** STAY & PLAY SOCIAL CLUB

01/2014 - Present

Management

- Facilitate league programs, focusing on engagement, retainment and recruitment
- Build relationships with participants to retain membership

## ACADEMIC EXPERIENCE

**UNDERGRADUATE TEACHING ASSISTANT:** OAKLAND UNIVERSITY

2013

Introduction to Marketing Course

- Provided instructional support and assessment for four undergraduate introductory marketing courses

Informational Technology Course

- 1:1 mentorship and guidance for undergraduates

**MARKETING RESEARCH CONSULTANT:** OAKLAND UNIVERSITY & FREE LANCE CONTRACTOR 2012 - 2013

- Created a marketing strategy that contributed to an **8% increase** in enrollment in Fall 2012
- C.I.B.R.E. Project Leader to undergraduate business & marketing students

**PRESIDENT:** GRADUATE BUSINESS LEADERS [GBL] OF OAKLAND UNIVERSITY

2011 - 2012

**GRADUATE RESEARCH ASSISTANT:** OAKLAND UNIVERSITY

2010 - 2012

- Creation of a Microsoft Excel database to streamline the application process for undergraduate transfer business students
- Research for Dr. Paul Licker and Dr. Pashordi
- In conjunction with a team, created an innovative marketing strategy for Bean & Leaf Cafe in Rochester, MI
- Branded the Auburn Hills Chamber of Commerce for differentiation

**GRADUATE RESEARCH ASSISTANT:** THE UOI-CHICAGO

2006

Project Management & Development

- Conducted structured survey interviews for the Disruptive Behaviors Clinic research team
- Quantitative and qualitative data analysis of 36 mental health provider's service protocols

## TECHNOLOGY SKILL SET

- Microsoft Excel, Word, Powerpoint, Outlook
- MAC Numbers, Pages, Ical, iTunes, iPhoto, iMovie
- Google Documents, Google Drive, Google Hangout
- Quickbooks, Quicken
- Website Development
- Virtual communications, including instant messaging, Join me, Skype, Facetime