

AARON BORRERO

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PROFESSIONAL SUMMARY

Customer success professional with 6+ years inside gyms, training facilities, and a sports physical therapy practice. Currently generating \$20K+ in average monthly revenue at Life Time Fitness by carrying clients from consultation through onboarding, progress reviews, retention, and added services. As a Rehab Manager, supervised 20+ staff and built structured onboarding and training programs that contributed to a 80% staff retention rate. Patient, clear teacher who translates technical information for non-technical people, documents processes into workflows others can follow, and works comfortably in CRM and digital coaching tools. Knows gym and training-facility operations firsthand: member acquisition, engagement, retention, and revenue.

CORE COMPETENCIES

Customer Onboarding & Education • Full Client Lifecycle Ownership • Client Retention • Consultative Sales & Upsell • CRM Tools • Process Documentation & Workflows • Translating Technical Information for Non-Technical Users • Issue Resolution & Follow-Through • Fitness Industry Operations • Data-Informed Decision Making • Cross-Functional Collaboration • Staff Training

PROFESSIONAL EXPERIENCE

Life Time Fitness | Red Bank, NJ

Personal Trainer | Client Success & Member Engagement | Feb 2024 - Present

- Own the full client lifecycle from initial consultation and goal setting through onboarding, program delivery, progress reviews, retention, and additional service opportunities.
- Generate \$20K+ in average monthly revenue through consultative sales, personalized service, strong client retention, and expansion opportunities based on evolving client needs.
- Customize each program to the client's goals instead of applying a generic template, using assessments and performance data to guide recommendations.
- Educate clients on training programs, performance metrics, recovery strategies, and available services to improve engagement, accountability, and long-term value.
- Use remote coaching platforms and digital communication to deliver programming, track progress, follow up when clients stall, and support satisfaction.
- Work with trainers, managers, and other club departments to resolve member issues and connect members with the right services and resources.

NJ Sports Spine and Wellness | Matawan, NJ

Rehab Manager | Nov 2019 - Jan 2024

- Developed structured onboarding and training programs for rehab technicians and athletic trainers, contributing to a 90% staff retention rate.
- Translated clinical processes and operational procedures into clear, documented training and workflows for staff with varying levels of technical experience.
- Supervised a multidisciplinary team of 20+ staff, including athletic trainers, rehabilitation technicians, and medical professionals, supporting consistent day-to-day operations.
- Partnered with medical staff and leadership to create service-delivery and patient-experience procedures, contributing to a reported 35% increase in patient satisfaction.
- Participated in 50+ marketing and relationship-development events with schools, gyms, and training facilities to increase awareness and support patient acquisition.
- Helped establish sales goals and operating strategies for the organization's functional medicine supplement business; conducted interviews and phone screens for prospective hires.

Knowledge Finder | New York, NY

Marketing Manager | Mar 2019 - Aug 2020

- Conducted market research and expert screening across the hygiene and cleaning sector, connecting clients with subject-matter experts and supporting delivery of business insights.
- Coordinated communication with industry experts and clients while managing research needs, screening criteria, and project expectations.

SPORTS PERFORMANCE EXPERIENCE

Reach Your Potential Training (RYPT) | Tinton Falls, NJ

Performance Coach Intern | May 2019 - Oct 2019

- Led adult training classes and supported daily facility operations at a sports performance facility.
- Coached professional, collegiate, high school, and youth athletes alongside senior coaches, building relationships through individualized instruction and ongoing feedback.

EDUCATION & TECHNOLOGY

Rowan University | Glassboro, NJ - B.A. in Health and Exercise Science

Technology: Salesforce, remote coaching platforms, Microsoft Excel, JTech Medical NorthStar