

Jajuan Michael Harley

(850) 212-7114

jajuanmharley@gmail.com | www.jajuanharley.com | www.made2enhance.com

Summary

Business founder, owner, and professional athlete dedicated to enhancing lives through targeted personal training plans and motivational coaching style proven to help diverse clients achieve personal health and wellness goals.

Personal Training Experience

Make Adjustments Delete Excuses INC. (M.A.D.E. INC.)

2015 - Present

Founder, Owner & C.E.O

- Customizes meal plans, workouts, and training schedules for diverse clientele, ensuring 90% success rate for client goals.
- Implements web design skills and marketing strategies to enhance online access to resources for clients.
- Transformed over 45 members' bodies accumulating over 1,000lbs lost, over 200 percent of body fat burned, over 300lbs of muscle gained, and reduced diabetes count.
- Organized a female Figure competitor journey for National Physique Competition (NPC) 2016 and Supernatural Bodybuilding and Fitness (SNBF) 2018, where she won 1st and 2nd place.
- Encouraged a male member to compete as a Bodybuilding Builder for SNBF after he lost 90lbs for (SNBF) in 2018, where he won 1st and 2nd place.
- Trained professional, semi-professional, and amateur athletes in strength, conditioning, speed, & agility.
- Versatile training styles: Aerial, Baseball, Basketball, Bodybuilding, Boxing, Candidate Physical Ability Test (CPAT), Cross Country, Equestrian, Fitness, Football, Golf, Gymnastics, Hockey, Lacrosse, Marathon Runners, Martial Arts, Pregnancy, Rehabilitation, Soccer, Softball, Swimming, Tennis, Track, Volleyball, and Weightlifting.
- Mentored certified personal trainers and Graduate Students of Exercise Science.
- Hosts online and in-person training sessions with a proven track record of results, demonstrated via testimonials and success rates of 100+ clients of diverse age ranges.
- Coordinated football combine testing speed, agility, strength, and conditioning.

Tampa Sports Academy

March 2022 – January 2023

Personal Trainer

- In 5 months, increased Tampa Sports Academy's sales by \$42,000.00, clientele renewals by \$29,000.00, and new client sales by \$13,000.00.
- In 17 months, boosted Tampa Sports Academy's sales by \$103,955.00.
- Hosted small and large group sessions ranging from 10-40 participants, demonstrating both flexibility and ingenuity working with different age groups and fitness levels.
- Prepared and executed 10-12 individual training sessions per day, ensuring that sessions catered to each client's personal fitness level and goals.
- Implemented versatile and facilitative training styles to meet the needs of children, adolescents, and adult clients age 4-65.
- Maintained inclusive gym culture with motivational affirmations, positive energy, and strong interpersonal skills to keep gym members and staff motivated.
- Enhanced clients' athletic abilities with challenging workouts and motivational coaching strategies that targeted specific weaknesses and quickly transformed them into strengths.

Crunch Fitness

June 2019 – October 2019

Personal Trainer

- Helped South Tampa Crunch Fitness increase revenue in four months by marketing and recruiting clients, which increased profit by \$40,000.00 per month (\$40,000.00 to \$80,000.00).
- Increased ranking in four months (4th out of 350).
- Uplifted co-workers' morale by motivating team to break records, which resulted in gym achieving the #1 ranking among Florida Crunch Fitness clubs.
- Achieved milestone 100% success rate assisting clients with their fitness goals and lifestyle changes.
- Recognized as Employee of the Month in July, two months after hire.

National Football League

- Self-marketed for opportunities to tryout for several NFL teams: Seattle Seahawks Rookie Mini-camp (2013); San Francisco 49ers Training Camp Emergency list (2013); Denver Broncos tryout (2013); Green Bay Packers tryout and position on Emergency List (2017); Washington Commanders tryout (2021).
- Signed with the Buffalo Bills in 2014: began 2014 Training Camp seventh on the depth chart at the Safety position and work to second team Safety, fighting for first.

Arena Football League

- Played 13 career arena football games (10 Indoor Football League and 3 National Arena League): accumulated off the chart's stats at the Defensive Back and Line Backer Position: 74 tackles, 3 interceptions, 1 Pick six, 4 pass break ups, 10.5 tackles for loss, 5 sacks, 2 force fumbles, 3 fumble recoveries and 16 QB Pressures.
- Earned Indoor Football League's Week 14 Defensive Player of week and Honorable Mention Defensive Player of the week with 11 tackles, 4.5 tackles for loss, 2 sacks and 1 fumble recovery.
- In 2021, took the role as a Player and Secondary Coach of the Tucson Sugar Skulls in the Indoor Football League: built the roster to fill in positions, scouted opponents, created scouting reports and constructed practices for the secondary.
- As Tucson Sugar Skulls player, played 5 games at Safety and Line Backer for the team, finishing with 32 tackles, 3 sacks, 1 pass break up, 1 fumble recovery and 12 QB pressures.

Volunteer Experience

Leon County Schools

2016

Hillsborough County Schools

2020

- Trained JV high school football players on fundamentals of positions.
- Collaborated with coaches to update and fortify strength training, conditioning and scrimmages.

Certifications

- | | | |
|--|--|---|
| ▪ Certificate Personal Training (Action Personal Training Certification) | ▪ NFHS Special Olympics Unified Sports Coach (Sponsored by ESPN) | ▪ American Red Cross Life Purpose Coach Transformation Academy |
| ▪ Holistic Health and Wellness Coach (Womanly Wealth Academy) | ▪ Sports Nutrition Coach: Officiating Football and Basketball NFHS | ▪ Science of Well-Being (Yale University) |
| ▪ Nutrition Coach CTAA | ▪ Adult, Child and Baby First Aid/CPR/AED | ▪ Managing Your Health: The Role of Physical Therapy and Exercise (University of Toronto) |

Achievements and Testimonials

- In 21 months, helped two gyms increase profits, totaling \$263,955.00.
- In 17 months, earned \$91,525.00 in renewals and \$18,150.00 in new clients.
- Pitched 100% of sales and closed on an average of 95%.
- **Dan Dainius A. Drukteinis, M.D., J.D., FACEP, adult client:** "Thank you, Coach for all of your training, but also your restraint, so that I can continue to be a strong athlete without injuries." (2023)
- **Erin & Ethan L., parents of child athlete:** "Riley is invigorated after each session and always eager for the next one. We brought him in for fitness...but Riley's received much more in return. Thanks Coach!" (2023)
- **Rachel Semago, parent of child athlete:** "We have highly recommended his training services to many of our friends looking for extra training and all that have had the chance to work with him also have positive feedback. We feel lucky to have found him!" (2023)