

## **Jajuan Michael Harley**

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### **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**

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#### **Make Adjustments Delete Excuses Incorporated (M.A.D.E.)**

**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 2024**

*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.

- 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).
- 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.

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**Professional Athlete Experience**

**2013 – Present**

**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.

**Track & Field**

- 1<sup>st</sup> place Master Class in the 100m (4<sup>th</sup> Annual Alice Sims Track Invitational Entry for UNA) – May 31<sup>st</sup>, 2025
- 4<sup>th</sup> Overall in the 100m (River City Classic) – March 8<sup>th</sup>, 2025

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**Coaching Experience**

**Leon County Schools**

**2016 - Present**

- Trained high school baseball, basketball, football, and track athletes on their fundamentals
- Collaborated with coaches to update and fortify strength training, conditioning and scrimmages.

## Volunteer Experience

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### Hillsborough County Schools

2020 - 2024

- Trained high school baseball, basketball, football, and track athletes on their fundamentals
- Collaborated with coaches to update and fortify strength training, conditioning and scrimmages.

## Certifications

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- Personal Trainer – International Sports Sciences Association (ISSA)
- Strength and Conditioning – International Sports Sciences Association (ISSA)
- Specialist In Senior Fitness – International Sports Sciences Association (ISSA)
- Corrective Exercise Specialist – International Sports Sciences Association (ISSA)
- Nutritionist – International Sports Sciences Association (ISSA)
- CPR/AED – International Sports Sciences Association (ISSA)
- NFHS Special Olympics Unified Sports Coach (Sponsored by ESPN)

## Testimonials

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- Became a published author in the book called *Climb Back Up* by Rod Cate in 2024
- 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 and 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)

## Education:

*Middle Tennessee State University (MTSU), B.S. in Liberal Studies*

2015