

KASIE M. ZILK

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CLUB SPA & FITNESS MANAGEMENT

Customer service-focused manager experienced in driving member/guest satisfaction while maintaining budget. Experienced with the identification of needs/requests and the implementation of cost-effective solutions for exceeding member expectations and driving wellness. Expertise in team management and training delivery.

PROFESSIONAL EXPERIENCE

SPA & FITNESS DIRECTOR **Jupiter Country Club, Jupiter, FL** **11/2016 – Present**

Jupiter Country Club is a private residential country club with approximately 750 homes. The 4,000 sf facility has an average attendance during high season of 100 visits per day. The for-fee services rendered average 24% of total attendance.

- Increased revenue from the previous fiscal year by 24%
- Exceeded overall budget expectations by 7% in first year
- Define and implement policies and procedures for facility operations
- Recruit, hire, train and manage a team of 13 professionals
- Collect, analyze and report monthly utilization to senior management using Excel spreadsheets
- Empower staff to handle conflict resolution in a fair and compassionate manner

FITNESS MANAGER **Lost Tree Country Club, North Palm Beach, FL** **10/2005 – 7/2016**

Lost Tree Club is an exclusive residential club with approximately 450 homes. The 14,000 sf spa and fitness facility served 75% of the residents regularly. The for-fee services rendered averaged 25% of total attendance.

- Recruited, hired, trained and managed a staff of 14. Achieved an 80% retention of staff for 8 straight years
- Oversaw the training of clients in accordance with their physical needs, to include continuation of rehabilitation for joint replacements and/or conditions common with seniors
- Achieved the highest revenue among all 4 wellness departments as well as the highest number of referrals into other wellness modalities
- Organized a multi-day training session for a wellness team of 50 + employees and contractors
- Drove a high level of customer service and continuity via the guidance, and assistance of staff as well as creating an environment where team members and club members felt appreciated, respected and supported, by being available for staff and rewarding excellent service
- Developed programs focused on total mind and body wellness in partnership with Spa Therapists, Physical Therapists, Clinical Exercise Physiologists, Pilates, Gyrotonic, and Group Wellness Instructors, Golf Fitness Specialists, Corrective Exercise Specialists, Stretch Practitioners, and Dieticians.

CERTIFICATIONS & EDUCATION

MICHIGAN STATE UNIVERSITY, BACHELOR OF SCIENCE IN KINESIOLOGY

- **American College of Sports Medicine ~ Exercise Physiologist (2012)**
- **National Academy of Sports Medicine ~ Personal Trainer (2007)**
- **CPR & AED Certifications**
- **Club Spa & Fitness Association Member (2012-Present)**
- **IDEA World Attendee and Member (2009, 2014, 2015, 2017)**
- **IndoRow Instructor (2013)**
- **Power Plate Level I Instructor (2012)**
- **TRX Suspension Training Instructor (2010)**
- **Stretch Results Instructor Training (2009)**