

# Leiff Clarkson

140 East 46th Street ♦ New York, NY

EMAIL: [LEIFFC@GMAIL.COM](mailto:LEIFFC@GMAIL.COM)

PHONE: 859-628-9148

---

## WORK EXPERIENCE

**Lenus eHealth**, New York, NY (*February 2023 - April 2024*)

### Key Account Manager

- Prospect and onboard online coaches and athletes to Lenus Platform, establishing a portfolio of 15+ high-value accounts.
- Formatted and executed effective branding and social media marketing strategies, resulting in 10x increase in lead generation.
- Exceed individual revenue targets consistently by growing accounts to 50+ clients through relationship management.
- Implement business growth initiatives utilizing comprehensive sales, client retention, and coaching development strategies to sustain month over month growth.

**Peak 360 Fitness**, Miami, FL

### General Manager/ Head Coach (*October 2021 - January 2023*)

- Created and executed sales/marketing strategies to increase leads and clients via targeted social media and email campaigns.
- Create SOPs for all daily operations and oversee a coaching staff of 10+, front desk staffers, and facilities.
- Increased new business month over month by 20% as well as implemented strategies that improved client retention by 40%.
- Create and implement effective exercise programming for both group classes and individual clients.

**Verkada**, San Mateo, CA

### Account Executive (*April 2020 - October 2021*)

- Connect with 1,000+ prospects / current customers per month via targeted marketed sequences and calls.
- Provide technical overview of Verkada products and guide customers and partners through the installation process.
- 210% of new business quota attainment during Q1, bringing my install base from 9 to 20 in a single quarter.

### Sales Development Representative (*October 2019 - April 2020*)

- Qualify and pass 60 opportunities to Account Executives per month.
- Introduce and manage expectations of customers as the first touch point at the company.
- Consistently achieved 100% quota attainment.

**River North CrossFit**, Chicago, IL

### Crossfit Coach (*July 2018 - June 2019*)

- Coach and instruct large groups and individuals through daily workout programs in a safe and efficient manner.
- Responsible for onboarding new clients and following up with membership leads.
- Assist with gym programming and nutritional counseling.

**Strive Village**, Chicago, IL

### Strength and Conditioning Coach (*February 2018 - September 2018*)

- Create and implement individual training plans in a private 1-on-1 training.
- Responsible for personal training packaging and sales.

**WKU Strength and Conditioning**, Bowling Green, KY

### Graduate Assistant With WKU Strength and Conditioning (*June 2017 - February 2018*)

- Assist the Director of Strength and Conditioning with the creation and implementation of programming for the WKU Baseball and Men's Basketball teams.
  - Consistently meet with, coach, and collaborate on programming for WKU Olympic Sports teams.
  - Create and execute Strength programming for WKU Dance Team which improved the overall performance of the team.
- 

## ACTIVITIES & CERTIFICATIONS

- Starting D1 Baseball Player at Western Kentucky (Aug 2012 - May 2017)
  - Certifications
    - o Certified Strength and Conditioning Specialist CSCS, NSCA
    - o CFL-2 Trainer
    - o CPR/AED American Heart Association, First Aid
    - o Precision Nutrition L-1
- 

## EDUCATION

**Western Kentucky University**

Bachelor of Science

Bowling Green, KY

Major: Exercise Science

Aug 2012 - May 2017