

# JESSICA MATTHEWS, PHD.c, E-RYT500

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## APPLIED TEACHING ✦ KINESIOLOGY ✦ INTEGRATIVE WELLNESS ✦ ONLINE EDUCATION *Curriculum Design ✦ Content Creation ✦ Career Mentorship*

A savvy, dedicated educator highly regarded for developing innovative academic programs and course curriculums that develop students holistically. Out-of-the-box thinker and consummate professional who utilizes applied industry experience to effectively prepare students to serve at the forefront of the field of kinesiology. Passionate mentor committed to bringing out the full potential in students. Industry thought-leader with a proven track record of elevating the knowledge and skills of practicing professionals through cutting edge content, coursework, and credential programs. Enthusiastic team player who excels within collaborative environments that focus on academic excellence while also being integral in transforming lives, jump-starting careers, and promoting a life rooted in selfless service. Exceptional professional experience, training and academic qualifications, including a forthcoming Doctor of Behavioral Health with focus on Clinical Integrated Care from Arizona State University.

### SELECTED HIGHLIGHTS

- Experienced curriculum designer, specializing in online course development as well as professional certificate and degree program creation, including the Master of Kinesiology in Integrative Wellness program at Point Loma Nazarene University.
- Recipient of numerous prestigious honors and awards, including the 2017 IDEA Fitness Instructor of the Year.
- Featured expert with hundreds of impressions in major media outlets, including CNN "Health Minute" television segment, Oprah.com, Oxygen Magazine, Men's Health, NPR radio segment, USA Today, The Wall Street Journal, Chicago Tribune, The Los Angeles Times, and more.
- Accomplished author and editor, including serving as lead editor and content creator of ACE Group Fitness Instructor Handbook, and curriculum developer for associated online learning experience.
- Sought after presenter delivering keynote speeches, lectures and workshops at industry conferences and collegiate fitness events, including IDEA World, Asia Fitness Conference, Southeast Collegiate Fitness Expo, and NIRSA Triventure.
- Service on various high-profile committees, including as an executive committee member for the newly formed American College of Lifestyle Medicine Fitness Working Group.

### CORE COMPETENCIES

- |                       |                      |                           |
|-----------------------|----------------------|---------------------------|
| ▪ Applied Teaching    | ▪ Technical Editing  | ▪ Technology Integration  |
| ▪ Curriculum Design   | ▪ Kinesiology        | ▪ Professional Leadership |
| ▪ Student Mentorship  | ▪ Health Coaching    | ▪ Public Speaking         |
| ▪ Program Development | ▪ Lifestyle Medicine | ▪ Media Relations         |

### PROFESSIONAL EXPERIENCE

#### Point Loma Nazarene University ✦ San Diego, CA ✦ 2016 – Present

##### Part-time Professor –Kinesiology and Integrative Wellness

- Ensure continued student success as curriculum designer specializing in online course and program development.
- Apply best practices to instruct Fitness Through Movement (PED 100), Weight Training (PED 155), Clinical Exercise Prescription\* (KIN 656), Directed Readings (KIN 660), Graduate Internship in Kinesiology (KIN 688), Lifestyle Medicine and Integrative Health\* (KIN 617), Behavior Change Theories and Techniques\* (KIN 627), Exercise and Nutrition for Health and Healing\* (KINE 637), Holistic Health and Wellness Coaching\* (KIN 647), and Capstone Project (KIN 698).
- Developed Master of Science in Kinesiology – Integrative Wellness program, including creating courses listed above.\*
- Provide unparalleled career guidance for undergraduate and graduate kinesiology students.

#### MiraCosta College ✦ San Diego, CA ✦ 2013 – Present

##### Associate Kinesiology Faculty and Curriculum Designer

- Instructing courses in the Yoga Teacher Training Certificate Program, including Internship Studies (KINE 292), Yoga Teacher Training Development (KINE 147), Beginning Yoga (KINE 150), Intermediate Yoga (KINE 154), and Advanced Yoga (KINE 155).
- Co-developed 300-hour Yoga Teacher Program, including curriculum for Yoga Teacher Training Implementation (KINE 159).

**Miramar College ✦ San Diego, CA ✦ 2010 – 2016**

**Assistant Professor of Health and Exercise Science and Director of Yoga Teacher Program: 2014-2016**

- Elevated professional excellence and student achievement as a full-time faculty member (tenure track position).
- Instructed Health and Lifestyles (HEAL 101), Introduction to Kinesiology (EXSC 241B), Applied Kinesiology (EXSC 281), Fitness Assessments and Exercise Program Design (EXSC 283), Techniques of Exercise Leadership (EXSC 286), Aerobic and Core Conditioning (EXSC 124A-D), Yoga I- Fundamentals of Yoga (EXSC 145A), Yoga II- Introduction to Yoga (EXSC 145B), Yoga III- Intermediate Yoga (EXSC 145C) and Yoga IV- Advanced Yoga (EXSC 145D).
- Developed a specialized 200-hour Yoga Teacher Certificate Program recognized by Yoga Alliance, including creating curriculum for Yoga Teacher Training Essentials (EXSC 292) and Yoga Teacher Training Progressive Methodologies (EXSC 293).
- Served as faculty advisor for the newly formed F.I.T. Club, the college's first student wellness club.

**Adjunct Exercise Science Professor- Personal Training/Fitness Specialist Program: 2010 – 2013**

- Instructed Techniques of Exercise Leadership (PHYE 286), Exercise Assessments (PHYE 283) and Lifelong Fitness Lab (PHYE 153).

**Integrative Wellness Education and Consulting, Inc. ✦ San Diego, CA ✦ 2008 – Present**

**Executive Director**

- Provide fitness industry consulting and advising services, including program planning, business development, content creation, writing, editing, presentations, online course development and curriculum design (college and professional courses), and more.
- Sought after subject matter expert, media spokesperson, fitness and wellness educator, health coach, author and speaker.

**American Council on Exercise (ACE) ✦ San Diego, CA ✦ 2006 – present**

**Senior Advisor – Integrative Wellness: 2014- present**

- Developed cutting edge educational content in the form of textbooks, articles, and online courses.
- Served as lead author, editor and content develop for the new *ACE Group Fitness Instructor Handbook: The Professional's Guide to Creating Memorable Movement Experiences*.
- Content creator and master coach for Applying Behavior Change workshop.
- Trusted media spokesperson, representing the organization across online, print, television and radio outlets.

**Exercise Physiologist and Senior Health and Fitness Editor: 2011 – 2013**

- Created educational health and fitness content for fitness professionals and the general public.
- Established and grew the organization's blogs and video-based content.
- Served as content manager for ACEfit.com & ACEfitness.org, developing and managing an extensive network of content experts.
- Key media spokesperson, representing the organization across various media outlets.

**Certification Director: 2010 – 2011**

- Directed the organizations four core certification programs (health coach, personal trainer, group fitness instructor and medical exercise specialist), maintaining NCCA-accreditation for each program.
- Effectively led and developed exam registration staff.
- Successfully managed certification department budget.
- Facilitated exam development meetings, including assembling teams of subject matter experts from around the country.

**Academy Exercise Scientist and Continuing Education Coordinator: 2006 – 2010**

- Developed educational content in the form of videos, courses and written materials.
- Managed the organizations continuing education program, including hundreds of continuing education course providers.
- Sought after media spokesperson, speaking on a wide array of health and fitness topics on behalf of the organization.

**Additional Experience**

Experienced Registered Yoga Teacher (E-RYT), Yoga Six: 2015

Featured Health & Fitness Expert/Guest Host, Web-based Video Series #OWNSHOW Oprah Winfrey Network (OWNTV): 2014 – 2016

Contributing Editor & Featured Health and Fitness Expert, Shape Magazine: 2013 – 2016

Featured Wellness Blogger - "Fit For Life" Weight Watchers-: 2013 – 2014

Experienced Registered Yoga Teacher (E-RYT) and Teacher Training Lecturer, Indie Yoga: 2011 – 2013

Registered Yoga Teacher (RYT), Program Assistant, Featured Elite Boot Corepower Yoga: 2009 – 2012

Yoga Teacher and Group Fitness Instructor, Toby Wells YMCA: 2006 – 2009

Aquatics Director, Swim Instructor, Yoga Teacher & Fitness Instructor, Conway Medical Wellness and Fitness Center: 2005 – 2006

Health and Physical Education Teacher (Grades 6-8), Aynor Middle School: 2005

Group Fitness Instructor, Yoga Teacher and Personal Trainer, Coastal Carolina University Recreation Center: 2002 – 2005

## PRESENTATIONS

- Asia Fitness Conference 2017- Bangkok, Thailand, “Mindful By Design,” “A Science-based Blueprint for Creating Inclusive Yoga Classes,” “Integrative Yoga Flow.”
- IDEA World Fitness Convention and Nutrition & Behavior Change Summit 2017- Las Vegas, NV, “NamaSTAY Here: Teaching Techniques for Maximum Impact,” “All About Fitness Panel,” and “Key Ingredients for Coaching Behavior Change”
- UCSD FitLife- “Paving Your Path in the Fitness Industry”
- PFC Fitness Camp at Omni La Costa Resort- San Diego, CA, “Values Be Thy Name” and “A Mindful Coach Approach” (interactive behavioral health lunch & learn sessions)
- 2-1-1 San Diego – San Diego, CA, “Facilitating Behavioral Change” (6-hour staff development workshop)
- ACSM Health and Fitness Summit 2017- San Diego, CA, “The Future of the Field: An Integrative Approach to Wellness”
- Health Magazine Fit Foodie Sweat Session 2016- San Diego, CA, “Go with the Flow” (featured fitness + yoga instructor)
- New York Sports Club- New York, NY, “Applying Behavior Change Techniques” (5-hour workshop)
- IDEA World Fitness Convention 2016- Los Angeles, CA, “Applying Behavior Change Techniques” (pre-Conference workshop)
- World Spinning and Sports Conditioning Conference 2016- Miami, FL, “Navigating Your Career Path in the Fitness Industry;” “Creating Memorable Movement Experiences;” “A Science-Based Blueprint for Designing Yoga Classes;” and “Integrative Yoga Flow.”
- 3010 Weight Loss Clinic- Seattle, WA, “Coaching Behavior Change” (5-hour workshop)
- Point Loma Nazarene University- San Diego, CA, “Cultivating Your Personal Brand” (guest lecture for kinesiology graduate program)
- Obesity Action Coalition YWM Event- Los Angeles, CA, “Exercise Essentials: Learning What’s Safe and Effective”
- NIRSA Triventure 2015- Indianapolis, IN, Keynote address, “The Power of Perspective;” 4-hour “Foundations of Health Coaching” pre-conference workshop and “Integrative Yoga Flow” session
- IDEA World Fitness BlogFest 2015- Los Angeles, CA, “The Future of Blogging”
- Genavix Wellness Network- Watertown, MA, “Health Coaching Practical Skills Workshop (8-hour workshop)”
- The American Association of University Women (Featured Speaker)- San Diego, CA, “Your Healthy Self: Exercise Choices for Women of Any Age”
- Clinton Foundation 3rd Women’s Health Codeathon (Featured Expert Panelist)- Los Angeles, CA, “Health and Technology Innovation Panel”
- American Academy of Physical Medicine & Rehabilitation (AAPM&R) 2014 Annual Assembly- San Diego, CA, “Yoga: A Mind-Body Exploration” (3 part-series)
- Miramar College Spring 2014 Brown Bag Lunch Lecture Series- San Diego, CA, “Living Your Yoga: Exploring and Applying the 10 Ethical Guidelines for a More Fulfilled Life”
- 2014 Southeast Collegiate Fitness Expo (Featured Master Presenter) - Wilmington, NC,
- “Getting Started with SUP Yoga Intensive (3-hour pre-con),” “Navigating Your Path in the Fitness Industry,” “SUP Yoga” and “Go With the Flow”
- Evolution Fitness Conference 2014- Los Angeles, CA, “Go With the Flow”
- ACE Fitness Symposium East 2013- Orlando, FL, “Go With the Flow” and “Your Health and Fitness Questions Answered- Ask the ACE Experts Panel Discussion”
- MINDBODY FitPro 2013- Los Angeles, CA, “Getting Started with Developing Video-Based Fitness Content” and “Creating, Cultivating and Living Your Brand in the Fitness Industry”
- ACE Fitness Symposium West 2013- San Diego, CA, “Your Health and Fitness Questions Answered- Ask the ACE Experts Panel”
- Point Loma Nazarene University- San Diego, CA, “2013 Network 9 Kinesiology”- Kinesiology Career Path Panel Discussion
- AARP Life @50 Event 2012- New Orleans, LA, “Chair Yoga- A Practice for All Ages”
- Indie Yoga Teacher Training Program, Fall 2012- San Diego, CA, “Understanding Anatomy and Human Movement as it Applies to Yoga”- Three-Part Lecture Series
- Evolution Fitness Conference 2012- Los Angeles, CA, “Strong. Exceptional. Enlightened. Yoga.”
- ACE Fitness Symposium 2011- San Diego, CA, “What Happened to the Fit in Youth Fitness?”
- UCSD Bonafide Orthopaedic Nursing Symposium (BONES)- San Diego, CA, “Exercise and Back Pain- What You Need to Know” (Wellness Panel Expert)
- AARP Life @50 Event 2011- Los Angeles, CA, “Yoga for Every Body”
- IDEA World Fitness Convention 2011- Los Angeles, CA, “ACE Youth Fitness Workshop” (8-hour pre-conference session)

- Hershey Center for Health & Nutrition “Moderation Nation” Campaign Launch 2011- Hershey, PA and New York, NY, “Batuka Dance Demonstration” and media tour with Nancy O’Dell from Entertainment Tonight
- ACE Fitness Symposium 2010- San Diego, CA, “Intelligent Sequencing for Yoga Classes” and “Yoga Flow”
- AARP Life @50 Event- Orlando, FL, “Chair Yoga- A Practice of All Ages”
- Asia Fitness Convention 2009- Bangkok, Thailand, “Youth Fitness and Athletic Programming”, “Vegetarianism for Fitness and Athletic Performance”, “Empowering Clients to Make Lifestyle Changes” and “Core ‘Power’ Yoga”
- ACE Fitness Symposium 2009- San Diego, CA, “Strong. Exceptional. Enlightened. Yoga.”
- AARP Life @50 Event 2009- Las Vegas, NV, “Yoga for Every Body”
- American Council on Exercise Webinar- 2009, “Intelligent Sequencing for Yoga Classes”
- ASAE (The Center for Association Leadership) Conference 2008- San Diego, CA, “Yoga Flow”

#### PUBLICATIONS

- Sole author of Stretching for Life (Althea Press, 2016)
- Lead editor and author of ACE Group Fitness Instructor Handbook: The Professional’s Guide to Creating Memorable Movement Experience (2016) and lead content developer for associated online learning experience
- Sole author of Achieving Optimal Wellness chapter of Connect for Education’s web-based publication Understanding Nutrition and Well-Being (2014)
- Technical editor for American Council on Exercise Group Exercise Leadership (GEL) Specialty Certification Manual (2012)
- Content reviewer for mind-body exercise chapter of the American Council on Exercise Personal Trainer Manual, 4th and 5th edition (2010 & 2014)

#### EDUCATION

**Arizona State University: 2018 – Doctor of Behavioral Health (Candidate) – Clinical Integrated Care (GPA: 4.0)**

- **Clubs/Activities:** Member of Phi Kappa Phi (honor society)
- **Clinical Internship:** University of California, San Diego – Center for Integrative Medicine

**Canisius College: 2007 – Master of Science – Physical Education (GPA: 3.97)**

- **Clubs/Activities:** Member of Alpha Sigma Nu (Jesuit honor society)

**Coastal Carolina University: 2005 – Bachelor of Science – Physical Education Teacher Education (GPA: 3.73)**

- **Honors/Awards:** Graduated top of class and awarded distinction of Physical Education Student of the Year
- **Clubs/Activities:** Vice President of Kappa Delta Pi (international honor society in the field of education); Member of Alpha Mu Gamma (foreign language honor society); Founding member of Coastal Carolina University Physical Education Club; Member of Student Triathletes Developing Excellence (S.T.R.I.D.E.); Member of South Carolina Alliance for Health, Physical Education, Recreation and Dance (SCAPHERD)

#### **Certifications or Additional Education:**

Experienced Registered Yoga Teacher (E-RYT 500) with Yoga Alliance  
 National Board Certified Health and Wellness Coach (NBC-HWC) with International Consortium of Health and Wellness Coaches  
 South Carolina and New York State Licensed Health and Physical Education Teacher (K-12)  
 UCSD Integrative Nutrition Certificate (*in progress- 2018 completion*)  
 American Council on Exercise (ACE) Health Coach  
 American Council on Exercise (ACE) Group Fitness Instructor  
 Reiki Practitioner (USUI Method of Natural Healing Level I and II training)  
 American Council on Exercise (ACE) Personal Trainer  
 World Paddle Association (WPA) Standup Paddleboard (SUP) Level I Instructor  
 Paddle into Fitness Standup Paddleboard (SUP) Yoga Instructor and SUP Fitness Instructor  
 Mad Dogg Athletics Spinning™ Instructor

#### ADDITIONAL CREDENTIALS

##### TECHNICAL SKILLS

Microsoft Office Suite, Blackboard, Canvas, Moodle

##### HONORS & AWARDS

- 2017 IDEA Fitness Instructor of the Year

	<ul style="list-style-type: none"> <li>▪ Named to San Diego City Beat's 2017 Best of San Diego: People list</li> <li>▪ Named to Canisius College's inaugural Griffs Under 40 list of notable alumni (2017)</li> <li>▪ Named to Modern Luxury's "The It List" of notable San Diego Health and Wellness Professionals (2017)</li> <li>▪ Named to Greatist's 23 Fitness Pros Making a Difference Inside &amp; Outside of the Gym (2015)</li> <li>▪ Named as one of Livestrong's 45 Smartest Trainers You Might Not Know (2015)</li> <li>▪ Named as one of Shape Magazine's 50 Hottest Female Trainers in America (2014)</li> <li>▪ Coastal Carolina Physical Education Student of the Year (graduated top of class- 2005)</li> </ul>
<b>MEDIA COVERAGE</b>	<p>CNN "Health Minute" (television segment) and CNN.com / Health magazine / Shape Magazine and Shape.com / Self Magazine and Self.com / Oprah.com and OWNTV / Yoga Journal / TODAY.com / "Morning Living" on Martha Stewart Radio (live radio show) / NPR (On Point with Tom Ashbrook live radio show) / Doctor's Radio (live radio show- reoccurring guest) / San Diego Living (reoccurring guest on live television morning show) / Oxygen Magazine / The Journal on Active Aging / Huffington Post / Women's Health Magazine / Reuters (regular contributor) / Prevention Magazine Men's Fitness / Family Circle / Good Housekeeping / Consumer Reports on Health / The Wall Street Journal / Health.MSN.com and Fitbie.com / Fitness.com / Redbook Magazine / Ladies' Home Journal / Real Simple Magazine / MedStar TV (filmed segments) / The New York Times / The Los Angeles Times / WebMD.com / USA Today/ ESPN W / Kiplinger / MyFitnessPal.com / Men's Health / Arthritis Today / Parents Magazine / Cosmopolitan Magazine / U.S. News &amp; World Report / Discover Health / Weight Watchers Magazine and WeightWatchers.com / San Diego Union Tribune / San Diego Living Magazine / New York Daily News / Rodale.com / US Weekly / Brides Magazine / The Washington Post / iVillage.com / NBC New York (live television segment with Nancy O'Dell from Entertainment Tonight) / CW New York / Denver Post / The Pulse San Diego / The Charlotte Observer / Chicago Tribune / Health.Yahoo.com / IHRSA.org / The Patriot Ledger / Diabetes Focus / Gaiam.com / The Record &amp; Herald News / Massage Envy Magazine / Experience Life Magazine / SheKnows.com / Spry Magazine / San Diego CityBeat / KOGO Radio AM 600 / News 8 on CW San Diego / Modern Luxury- San Diego / Bangkok Post / Amazing Wellness / Furthermore by Equinox / Fitness &amp; Technology (podcast) / All About Fitness (podcast) / The Fitness Business Podcast</p>
<b>LEADERSHIP ROLES</b>	<ul style="list-style-type: none"> <li>▪ Health Coach Master Trainer - American Council on Exercise (2015-present)</li> <li>▪ Faculty Advisor, Miramar College F.I.T. (Finding Inspiration Today) Club (2014-2015)</li> <li>▪ Exam Development Item Writing Mentor (Group Fitness Instructor Certification) - American Council on Exercise (2014)</li> <li>▪ Certification Director- American Council on Exercise (2010-2011)</li> <li>▪ Aquatics Director- Conway Medical Wellness and Fitness Center (2005)</li> </ul>
<b>COMMITTEE SERVICE</b>	<ul style="list-style-type: none"> <li>▪ Executive Committee, Fitness Working Group- American College of Lifestyle Medicine (2017)</li> <li>▪ Curriculum Technical Review Subcommittee- Miramar College (2015-2016)</li> <li>▪ Curriculum Committee- Miramar College (2014-2016)</li> <li>▪ Certification Exam Development Committees (Health Coach, Personal Trainer and Group Fitness Instructor)- American Council on Exercise (2008-present)</li> </ul>
<b>MULTIMEDIA (VIDEO/DVD)</b>	<ul style="list-style-type: none"> <li>▪ #OWNSHOW- Featured Health &amp; Fitness Expert and Guest Host (OWNTV)- 2014-2015</li> <li>▪ American Council on Exercise YouTube Channel- 2008-present</li> <li>▪ "Essentials of Group Fitness Instructor" DVD (American Council on Exercise)- 2012</li> <li>▪ Spinning™ Instructor DVD Series (Mad Dogg Athletics)- 2008</li> <li>▪ "ACE Group Fitness Specialties Overview" DVD (American Council on Exercise)-2007</li> </ul>
<b>CONTRIBUTING WRITER / EDITOR</b>	<p>SHAPE.com / Weight Watchers / Curves.com / JennyCraig.com / Lifescript.com / ACEfitness.org / Seventeen magazine / Fitbie.com / SparkPeople.com / Everydayhealth.com / LIVESTRONG.com</p>

**VOLUNTEER / CHARITABLE WORK**

St. Vincent de Paul Village / OB Sacred Heart Church / Make-a-Wish Foundation / San Diego Food Bank / Ronald McDonald House / Humane Society / Guide Donation-Based Yoga Classes at The Inn at Sunset Cliffs (100% of the proceeds support local non-profit organizations, including Natural High, San Diego Prison Yoga Project, Champions for Health, Goodwill, Ocean Beach Main Street Association, The One Love Movement, Last Chance at Life Animal Rescue)