

Jessica Matthews, M.S., E-RYT

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EDUCATION

Arizona State University

Doctorate in Behavioral Health- *expected Spring 2018*

- Clinical track focused on integrated healthcare with emphasis in health coaching
- Clinical internship at University of California, San Diego (Center for Integrative Medicine)

Canisius College

Masters of Science in Physical Education, 3.97 GPA

- Capstone project: Physiological effects of Hatha yoga

Coastal Carolina University

Bachelors of Science in. Physical Education Teacher Education (K-12), 3.74 GPA

- Graduated top of class and awarded distinction of Physical Education Student of the Year

CERTIFICATIONS/SPECIALITY CERTIFICATIONS

South Carolina and New York State Licensed Health and Physical Education Teacher (K-12)

American Council on Exercise (ACE) Health Coach

Experienced Registered Yoga Teacher (E-RYT 500) with Yoga Alliance

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

Paddle into Fitness Standup Paddleboard (SUP) Yoga Instructor and SUP Fitness Instructor

Mad Dogg Athletics Spinning™ Instructor

PROFESSIONAL EXPERIENCE

Point Loma Nazarene University- July 2016- present

Professor of Kinesiology (Undergraduate and Graduate Programs), Program Creator (Masters Program) and Curriculum Developer

- Instruct: Clinical Exercise Prescription (KIN 656), Fitness Through Movement (PED 100), Weight Training (PED 155), Directed Readings (KIN 660) and Master's Level Internship in Kinesiology (KIN 688)
- Develop: Masters of Science in Kinesiology- Integrative Wellness program, including curriculum for Lifestyle Medicine and Integrative Health (KIN 617), Behavior Change Theories and Techniques (KINE 627), Exercise and Nutrition for Health and Healing (KINE 637), Holistic Health and Wellness Coaching (KIN 647), Behavioral Health Entrepreneurship (KIN 657) and Clinical Exercise Prescription (KIN 656)

MiraCosta College- 2013-present

Associate Kinesiology Faculty and Curriculum Developer- Yoga Teacher Training Certificate Program (500-hour)

- Instruct: Internship Studies (KINE 292); Yoga Teacher Training Development (KINE 147), Beginning Yoga (KINE 150), Intermediate Yoga (KINE 154), and Advanced Yoga (KINE 150)
- Develop: 300-hour Advanced Yoga Teacher Training Program, including creating curriculum for Yoga Teacher Training Implementation (KINE 159)

Miramar College- October 2010- August 2016

Assistant Professor of Health and Exercise Science (tenure-track), Director of Yoga Studies and Curriculum Developer (2014- 2016)

- Instruct: 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)
- Develop: 200-hour Yoga Teacher Certificate Program. including creating curriculum for Yoga Teacher Training Essentials (EXSC 292) and Yoga Teacher Training Progressive Methodologies (EXSC 293)

Adjunct Professor- Personal Training/Fitness Specialist Program (2010-2012)

- Instruct: Techniques of Exercise Leadership (PHYE 286), Fitness Assessments and Exercise Program Design (PHYE 283) and Lifelong Fitness Lab (PHYE 153)

Integrative Wellness Education and Consulting, Inc.- August 2008- present

President and CEO

- Fitness Industry Consultant/Advisor
- Exercise Program Design and Business Development
- Health and Fitness Writer and Wellness Blogger
- Author and Editor
- Keynote Speaker and Featured Conference Presenter
- Online Course Developer and Curriculum Designer (college and professional courses)
- Subject Matter Expert
- Media Spokesperson
Fitness, Yoga and Meditation Educator
- Fitness Model and Technical Advisor (photo and video shoots)

American Council on Exercise- January 2006-present

Senior Advisor- Health and Fitness Education (2014- present; consultant)

Exercise Physiologist (2011- 2013; full-time role)

Senior Health and Fitness Editor (2011-2013; full-time role)

Certification Director (2010-2011- full-time role)

Academy Exercise Scientist/Continuing Education Coordinator (2006-2010- full-time role)

Yoga Six- 2015

Experienced Registered Yoga Teacher (E-RYT) and Meditation Teacher

Oprah Winfrey Network (OWNTV)- April 2014- present

Featured Health and Fitness Expert and Guest Host on Web-based Video Series #OWNSHOW

Shape Magazine- January 2013-present

Contributing Editor & Featured Health and Fitness Expert (video, photo-based and written content)

Weight Watchers- 2013- 2014

Featured Wellness Blogger- "*Fit For Life*"

Indie Yoga- 2011- 2013

Experienced Registered Yoga Teacher (E-RYT) and Teacher Training Lecturer

Corepower Yoga- 2009- 2012

Experienced Registered Yoga Teacher (E-RYT), Program Assistant and Featured Elite Boot Camp Instructor

Toby Wells YMCA (San Diego, CA)- 2006-2009

Experienced Registered Yoga Teacher (E-RYT) and Group Fitness Instructor

Conway Medical Wellness and Fitness Center- 2005-2006

Aquatics Director, Swim Instructor, Lifeguard, Yoga Teacher, Personal Trainer, and Group Fitness Instructor (Spinning, Pilates, group strength training, boot camp, kickboxing and core conditioning)

Aynor Middle School-2005

Health and Physical Education Teacher (Grades 6-8)

Coastal Carolina University Recreation Center- 2002-2005

Group Fitness Instructor (Spinning, kickboxing, step, aqua fitness and core conditioning), Yoga Teacher and Personal Trainer

Capital District YMCA (Albany, NY)- 2003

Aquatic Fitness Instructor and Lifeguard

The Court Club- 2003

Group Fitness Instructor (weight training, step, kickboxing, boot camp, mind-body)

Fitness For Her- 2000-2002

Group Fitness Instructor (step, kickboxing, Pilates, sculpt, core conditioning), Personal Trainer and Administrative Assistant (new member orientations, scheduling, open/close facility)

PRESENTATIONS (2008-present)

Health Magazine Fit Foodie Sweat Session 2016- San Diego, CA

- "*Go with the Flow*" (featured yoga instructor)

New York Sports Club- New York, NY

- "*Applying Behavior Change Techniques*" (private 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)”*

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 Discussion”*

Point Loma Nazarene University- San Diego, CA

- *“2013 Network 9 Kinesiology”- Career Path Panel Discussion for Kinesiology Majors*

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*” (2 hours)

ASAE (The Center for Association Leadership) Conference 2008- San Diego, CA

- “*Yoga Flow*”

HONORS/AWARDS

Selected as one of three finalists for IDEA Fitness Instructor of the Year Award (2017)

Named to Canisius College’s inaugural Griffs Under 40 list of notable alumni (2017)

Named as one of Greatist’s *23 Fitness Pros Making a Difference Inside and Outside of the Gym* (2015)

Named as one of Livestrong’s *45 Smartest Trainers You Might Not Know* (2015)

Named as one of Shape Magazine’s *50 Hottest Female Trainers in America* (2014)

Coastal Carolina Physical Education Student of the Year (graduated top of class)

Vice President of Kappa Delta Pi (international honor society in the field of education)

Member of Phi Kappa Phi (all-discipline honor society)

Member of Alpha Sigma Nu (Jesuit honor society)

Member of Alpha Mu Gamma (foreign language honor society)

Member of Coastal Carolina University Physical Education Club

South Carolina Alliance for Health, Physical Education, Recreation and Dance (SCAPHERD)

Member of SCAPHERD (2002-2004)

LEADERSHIP ROLES

Health Coach Master Trainer and Creator of *Applying Behavior Change Workshop*- American Council on Exercise (2015-present)

Faculty Advisor, San Diego Miramar College F.I.T. (Finding Inspiration Today) Club (2014-2015)

Exam Development Item Writing Mentor (Group Fitness Instructor Certification)- American Council on Exercise (2014)

Certification Director- American Council on Exercise (2010-2011)

Aquatics Director- Conway Medical Wellness and Fitness Center (2005)

COMMITTEE SERVICE

Curriculum Technical Review Subcommittee- Miramar College (2015-2016)

Curriculum Committee- Miramar College (2014-2016)

Certification Exam Development Committees (Health Coach, Personal Trainer and Group Fitness Instructor)- American Council on Exercise (2008-present)

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)

Subject matter expert and content reviewer for *Mind-Body Exercise* chapter of the American Council on Exercise Personal Trainer Manual, 4th and 5th edition (2010 & 2014)

MEDIA COVERAGE

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

“Morning Living” on Martha Stewart Radio (live radio show)
NPR (On Point with Tom Ashbrook live radio show)
Doctor’s Radio (live radio show)
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
Men’s Health
Arthritis Today
Parents Magazine
Cosmopolitan Magazine
U.S. News & 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 Charlotte Observer
Chicago Tribune
Health.Yahoo.com
IHRSA.org
The Patriot Ledger
Diabetes Focus
Gaiam.com

The Record & Herald News
Massage Envy Magazine
Experience Life Magazine
SheKnows.com
Spry Magazine
KOGO Radio AM 600

CONTRIBUTING EDITOR/ WRITER

SHAPE.com
Weight Watchers
Lifescrypt.com
ACEfitness.org and ACEfit.com
Seventeen magazine
Fitbie.com
SparkPeople.com
Everydayhealth.com
LIVESTRONG.com

MULTIMEDIA (VIDEO/DVD)

#OWNSHOW- Featured Health & Fitness Expert and Guest Host (OWNTV)- 2014-2015
American Council on Exercise YouTube Channel- 2008-present
“*Essentials of Group Fitness Instructor*” DVD (American Council on Exercise)- 2012
Spinning™ Instructor DVD Series (Mad Dogg Athletics)- 2008
“*ACE Group Fitness Specialties Overview*” DVD (American Council on Exercise)-2007