



AMANDA KOSSOFF LANE

Certified Personal Trainer & Health Coach

(804) 221-6631 || akosslane@gmail.com

ABOUT ME

I'm a passionate, lifelong fitness enthusiast on a mission to make wellness accessible and empowering for all.

Over the span of 15+ years, I've trained and coached individuals as well as groups, independently and as part of a wellness team. I'm a self-starter with comprehensive experience spanning exercise, nutrition, behavioral coaching, weight loss planning, and health promotion.

My super power is the ability to quickly connect with people and build lasting relationships based on trust, empathy and results. I subscribe to the belief that finding movements that people enjoy also helps them meet their health goals.

I'm a new mom looking to re-engage with Greater Richmond's fitness community and add new skills and concepts into my repertoire.

References readily available upon request.

VOLUNTEERISM

Emerging Leaders Council, Health Brigade
Formerly Fan Free Clinic, 2019-2020

Treasurer, Business Network International
Richmond Chapter, 2016-2019

PROFESSIONAL EXPERIENCE

Independent Certified Personal Trainer (July 2020 - Present) *Virtual + On-Site + Tequila & Deadlifts Gym*
Proudly providing personalized fitness training services to a range of clientele of varying ages, fitness levels, and health conditions, including 1:1 sessions as well as group classes. Conducted fitness assessments to determine clients' baseline fitness levels, possible imbalances, and to establish realistic and achievable goals. Designed and implemented workout programs tailored to clients' specific needs, preferences, and objectives, optimizing for results and coaching to maintain motivation.

Independent Certified Health Coach (July 2019 - Present) *Virtual + On-Site*
Developed comprehensive exercise programming, meal plans and nutritional guidelines to support clients' fitness goals, resulting in notable improvements in body composition and overall well-being. Utilized behavior change coaching techniques to empower clients to adopt sustainable lifestyle habits and overcome challenges in their fitness journey.

Medical Fitness Navigator (January 2019 - April 2019) *Richmond, VA*

Financial Services Professional, Mass Mutual of Greater Richmond (June 2017 - April 2019) *Glen Allen, VA*

Financial Services Professional, New York Life of Greater Richmond (June 2014 - June 2017) *Glen Allen, VA*

Bariatric Counselor, Medi-Weightloss (November 2010 - June 2014) *Glen Allen, VA*

Wellness Coach, Shady Grove YMCA (May 2010 - November 2010) *Glen Allen, VA*

Supervisor || Personal Trainer || Weight Room Attendant, Longwood Campus Recreation Center
(Spring 2007 - Spring 2009) *Farmville, VA*

EDUCATION

Bachelor of Science, Kinesiology
Longwood University, May 2010

CERTIFICATIONS

ACE Certified Health Coach, 2021-Present
ACE Certified Personal Trainer, 2020 - Present
American Red Cross, Adult CPR/AED, 2019
American Red Cross, Infant CPR & First Aid, 2019
Exercise is Medicine (EIM), American College of Sports Medicine (ACSM), 2019

EXPERTISE

Fitness Assessment
Exercise Program Design
Flexibility and Mobility
Strength Training
Group Fitness Instruction
Nutrition Guidance
Weight Management
Functional Training
Injury Prevention
Behavior Change Coaching
Goal Setting & Progress Tracking