

George Carrera

Introduction:

Former athlete, business executive and entrepreneur with a passion for athletics and fitness. Spent more than ten years serving as head coach, board member and league VP within various Leesburg youth sports organizations. Started, managed and coached 14U and 18U travel baseball teams as a member of NVTBL. Left the corporate world to engage in business ventures and activities of personal interest. In early 2019, I became a Certified Personal Trainer and was able to turn a long-time hobby into an occupation within the fitness industry.



Experience:

Worked as a freelance Personal Trainer prior to Covid conducting client training sessions in-home and in contracted facilities. Continued to do limited in-home and online video training during the Covid outbreak, while continuing to strengthen and expand my training skills through online workshops and seminars. Realizing that dietary habits weigh heavily on one's athletic performance, fitness objectives and overall wellness, I received a Fitness Nutrition Specialist Certificate in 2021. This training enables me to provide dietary guidance to my clients that align with and support their individualized fitness programs. Recently, I have been heavily involved with the development and coaching of group Fitness Bootcamps that incorporate elements of strength, cardio and endurance training into each session. As a coach and personal trainer, I have trained athletes and clients of varying age groups, body types and fitness levels. I am well versed on training protocols, fitness equipment, machine use function, and the utilization of HIIT and Circuit Training Intervals to support and enhance traditional training approaches and techniques.

Certifications:

ACE Certified Personal Trainer

ACE Fitness Nutrition Specialist

Red Cross CPR/AED Certified

Focus:

To be a good listener and understand each client's unique goals, objectives, and personal needs. By meeting each client where they are, we will develop personalized training programs, establish realistic timeframes, and measure results against established goals and objectives. I will serve as a resource, sounding board and educator to assist clients on their fitness journey, be it daily functionality, lifestyle changes, body composition, muscular development, strength training, enhanced endurance, or a combination of these key focus areas.