Angela Whitfield

LEAD MASSAGE THERAPIST

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SUMMARY

Lead massage therapist with 9 years of hands-on practice and 3 years leading a team of 14 therapists at a membership massage clinic. Still performs 18 deep tissue, prenatal and sports massage sessions a week while running therapist training, staff scheduling and service checks. Known for clear communication skills and low staff turnover.

SKILLS

Massage Therapy • Deep Tissue • Swedish Massage • Prenatal Massage • Sports Massage • Therapist Training
Staff Scheduling • Client Retention • Leadership • Communication Skills

EXPERIENCE

Lead Massage Therapist 06/2023 - Present
South Lamar Massage & Wellness Austin, TX
Membership massage clinic with 14 therapists and 3,200 members.

- Lead a team of **14** therapists, running weekly huddles and quarterly technique reviews.
- Train every new hire through a 2-week program, cutting first-year therapist turnover from 45% to 20%.
- Build the weekly staff scheduling plan for 600+ sessions, keeping room use above 85%.
- Raise 12-month client retention from 68% to 79% with follow-up calls and better therapist matching.

Licensed Massage Therapist 03/2019 - 05/2023
Hill Country Sports Therapy Austin, TX
Sports massage practice for runners, cyclists and weekend athletes.

- Performed 28 sports massage and deep tissue sessions a week for runners, cyclists and weekend athletes.
- Staffed race-day recovery tents at 10 Austin events a year, treating up to 80 athletes per event.
- Mentored 4 newer therapists on assessment and pressure for athletic clients.

Massage Therapist 08/2017 - 02/2019
Round Rock Day Spa Round Rock, TX
Day spa with 7 treatment rooms.

- Delivered 25 Swedish massage and prenatal massage sessions a week to day spa guests.
- Reached 110% of monthly retail goals in 9 of 18 months.
- Recorded intake and health history notes for every new guest.

EDUCATION

Certificate 06/2017
Lauterstein-Conway Massage School Austin, TX
Massage Therapy

CERTIFICATES

Licensed Massage Therapist (LMT)
Texas Department of Licensing and Regulation
07/2017

Board Certification in Therapeutic Massage and Bodywork (BCTMB)
National Certification Board for Therapeutic Massage & Bodywork
05/2021

CPR and First Aid
American Red Cross
01/2026