Lauren Fitzgerald

STUDIO MANAGER

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SUMMARY

Studio manager with 8 years in boutique fitness, the last 4 running a Pilates and barre studio with 1,100 members. Leads 18 instructors and front desk staff, owns sales leadership and membership targets, and runs scheduling and billing in Mindbody Online. Highly organized with payroll, budgeting and deadlines.

SKILLS

Sales Leadership • Membership Sales • Mindbody Online • Glofox • Scheduling • Payroll • Budgeting
MS Office • Customer Service • Communication

EXPERIENCE

Studio Manager

03/2022 - Present

Pacific Core Studio

San Diego, CA

Boutique Pilates and barre studio with 1,100 members and 120 classes a week.

- Lead 18 instructors and front desk staff, hiring 9 and cutting yearly turnover from 40% to 18%.
- Grew monthly recurring revenue **34%** to $142,000 through membership sales, intro offers and referral events.
- Build the 120-class weekly schedule in Mindbody Online, filling classes to 86% of capacity.
- Manage payroll, retail inventory and a $1.4M yearly budget, sending the owner MS Office reports each month.

Assistant Studio Manager

06/2018 - 02/2022

Coastline Cycle & Strength

San Diego, CA

Three-room cycling and strength studio with 70 weekly classes.

- Ran opening and closing for 70 weekly classes, including cash counts and safety checks.
- Coached 6 front desk associates on sales calls, raising intro-to-member conversion from 22% to 35%.
- Moved 900 member accounts from spreadsheets to Glofox in 6 weeks without a billing error.
- Handled customer service escalations and refunds, keeping online review ratings at 4.8 stars.

EDUCATION

Bachelor of Science

05/2018

San Diego State University

San Diego, CA

Business Administration

CERTIFICATES

CPR/AED

American Red Cross

01/2026