

# CHARLES IYERE

Ekpoma, Edo State, Nigeria

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## EXECUTIVE SUMMARY

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Visionary Founder and CEO of Charlie's Gym Dance Studio with 10+ years of experience strategizing, scaling, and executing a community-driven fitness brand. Built Charlie's Gym into a recognized fitness platform delivering dance fitness, strength training, wellness programs, and large-scale community fitness initiatives.

Expanded the brand's reach internationally through online fitness coaching and digital programs, connecting with clients across multiple countries while leading innovative initiatives such as Edo Fitness Festival (HEAT Festival), Transform-A-Thon, Tabata Festival, Friday Fever, and many more...

## CERTIFICATIONS

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- EQF Level 3 – Institute of Exercise Professionals (IREP)
- First Aid, CPR & AED – Institute of Exercise Professionals (IREP)
- Fit Africa Level 4 Certification – Befit Academy
- Fit Africa Level 3 Certification – Befit Academy
- Member – Fit Africa First Responder Corps (FAFRC)

## PROFESSIONAL EXPERIENCE

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### Founder & CEO

#### Charlie's Gym Dance Studio – Ekpoma, Edo State

2017 – Present

- Founded and scaled Charlie's Gym Dance Studio into a community fitness hub delivering dance fitness, strength training, aerobics, and wellness programs.
- Develop and execute business strategies and innovative fitness initiatives, including Edo Fitness Festival (H.E.A.T Festival), Transform-A-Thon, Friday Fever, and Tabata Festival to expand community participation in fitness.
- Manage daily operations and program delivery, ensuring effective coordination of training sessions, fitness programs, and gym activities.
- Recruit, train, and supervise instructors and collaborators, building a team capable of delivering high-quality fitness training and events.
- Plan and implement large-scale fitness events and programs, successfully organizing multiple editions of community fitness initiatives and experiential activities such as Charlie's Gym Trip & Vacation.
- Lead strategic partnerships and collaborations with fitness professionals and wellness advocates to increase the reach and impact of Charlie's Gym initiatives.
- Launched Charlie's Gym Online Trainer platform, expanding the brand's services to international clients through virtual fitness coaching.

### Lead Trainer

#### Charlie's Gym Dance Studio – Ekpoma, Edo State

2017 – Present

- Lead and supervise a team of fitness and personal trainers, recruiting qualified instructors to support the gym's training programs and events.
- Design and coordinate group fitness schedules, assigning classes to trainers based on expertise to ensure effective program delivery.
- Conduct high-energy group fitness sessions across regular schedules and major Charlie's Gym events, maintaining strong participant engagement.
- Monitor trainer performance and professional development, ensuring all instructors remain aligned with current fitness standards and industry trends.
- Provide fitness consultations and assessments, helping clients improve their training experience and achieve personal fitness goals.

### Personal Trainer

2016 - Present

#### Independent Training Practice

- Provide personalized training programs tailored to client goals, including strength development, endurance, and body conditioning.
- Lead high-energy group fitness sessions incorporating aerobics, dance fitness, and functional training.
- Guide clients in proper workout techniques to ensure injury prevention and performance improvement.
- Deliver both in-person and virtual coaching programs to support consistent fitness development.

## Professional Dance Trainer & Dance Fitness Instructor

2014 - Present

- Train individuals and groups in dance techniques and dance-based fitness routines.
- Integrate dance movement into structured fitness programs to improve coordination, flexibility, and stamina.
- Develop choreography and fitness routines used in community fitness events and dance sessions. Mentor aspiring dancers and trainers interested in dance fitness instruction.

## FITNESS INITIATIVES & COMMUNITY PROGRAMS

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Founder and organizer of multiple wellness initiatives designed to promote community fitness, active lifestyles, and engagement through movement.

- Edo Fitness Festival (H.E.A.T Festival) 2023 – Present: Organized **three successful editions** bringing together hundreds of participants across Nigeria, to foster a culture of fitness, promote preventive health practices, and create a welcoming environment for everyone to participate in healthy activities, also collaborating with both local and international brands.
- Charlie's Gym Trip & Vacation 2022 – Present: Organized over **five successful fitness and leisure trips**, combining wellness experiences with community engagement.
- Transform-A-Thon Fitness 2024 – Present: Organized **three successful seasons** of intense training focused on total body transformation.
- Big and Bold by Charlie's Gym 2024: Community fitness initiative designed to support overweight and obese individuals in achieving physical transformation, improving confidence, and developing a healthier mindset through structured training and lifestyle guidance.
- Friday Fever by Charlie's Gym (Founder & Host) 2023 – Present: A Dance community of different dancers, with diverse dance styles across Edo State, encouraging fitness through dance and movement.
- Tabata Festival by Charlie's Gym 2025 - **Theme: Burn It Up**: Organized a high-intensity interval training event promoting Tabata-style workouts, collaborating with multiple brands, and attracting participants from across Edo State.
- Charlie's Gym Awards 2025: Recognition platform celebrating achievements in the fitness community.
- Charlie's Gym Online Training - Founder (2025): International online fitness platform delivering structured training programs globally, with hundreds of client consultations and over 50 active clients across multiple countries.

## EDUCATION

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Ambrose Ali University – Ekpoma, Edo State  
BA, Theatre and Media Arts

2015 – 2019

## CORE COMPETENCE

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Fitness & Training

- Personal Training
- Group Fitness Training
- Dance Fitness Training
- Strength Training
- Aerobic Instruction
- Flexibility & Body Conditioning
- Online Fitness Coaching

Professional Skills

- Social Media Management
- Content Creation
- Leadership
- Communication
- Multitasking
- Creativity
- Motivator