

Jennifer H. (Shaw) Bonessi

11907 Rustle Lane,
Austin, TX 78750
Cell: (512) 264.4693

JHelenBonessiMarketing@Gmail.com

Objective | To obtain a position as a yoga instructor and/or massage therapist with an organization for which I can provide, and develop my ability to provide, therapeutic services to a variety of clients.

Summary of Qualifications

- Fourteen years of experience as a massage therapist.
- Familiarity with several different massage modalities.
- Working knowledge of the massage industry in Austin.
- Nine years as a registered Yoga Teacher, 200 hour.
- ACE certified personal trainer, expired.

Professional Experience

Massage Therapist: Jennifer Bonessi

October 2007-Present

- Developed and implemented unique massage and bodywork treatments to serve my targeted client base.
- Created a space conducive to relaxation and rejuvenation as well as clinical bodywork.
- Provided aromatherapy treatments in conjunction with relaxation services.
- Performed a postural assessment on clients', as needed for clinical or deep bodywork.
- Designed and adapted bodywork sessions around my clients' changing needs and/or session goals.

Massage Therapist: Massage Envy

October 2018-October 2019

- Assessed the needs of each customer individually and provided excellent treatment.
- Designed specific sessions based on the client's individual needs.
- Observed client reaction to massage and modifies as necessary.
- Maintained complete knowledge of and comply with all licensing policies, procedures and standards.
- Learned and implemented specialty services including aromatherapy, hot stone and stretch add-ons.

Yoga Instructor: Northwest Austin YMCA

December 2014-January 2018

- Lead and instructs high-quality hatha, hatha flow and vinyasa yoga classes.
- Develop and prepare sequences and modifications for all levels.
- Provide appropriate music for classes.
- Check attendance daily, maintain accurate class attendance records and report to the Health and Wellness Director.
- Engage in active listening and model relationship-building skills in all interactions with members, volunteers, guests, and staff members in order to build relationships and communicate our cause.
- Respond to all member and community inquiries and complaints in a timely and professional manner.
- Willingly perform other duties as assigned.

Massage Therapist: Massage Heights

February 2012-October 2012

- Assessed the needs of each customer individually and selected the appropriate treatment.
- Designed specific sessions based on the client's individual needs.
- Observed client reaction to massage and modifies as necessary.
- Maintained complete knowledge of and comply with all licensing policies, procedures and standards.
- Maintained professionalism and cleanliness of therapy rooms and common areas.

Massage School Director: Lauterstein-Conway Massage School

March 2008-November 2010, Director and March 2008-Present, Writer

- Directly managed the sales team and was responsible for sales strategies, processes, implementation, training and productivity.
- Consulted for new and existing product development and refinement.
- Managed internal and external lead generation programs.
- Managed and implemented inbound marketing and SEO.
- Created and designed online and print marketing materials and public relations plans including press releases, blog articles, web content and social media updates.
- Initiated and managed social efforts including Facebook, Twitter, Viddler and YouTube utilizing company-wide involvement and engaging content.
- Using html, designed and built website, landing pages, email correspondence, e-newsletter and basic web site content management.
- Filmed and edited instructional YouTube-quality video series.
- Responsible for all community and industry outreach projects.

Youth Gymnastics, Creative Movement and Dance Instructor: YMCA of Austin (McNeil) & Dell Jewish Community Center

March 2007-November 2009

- Created, developed and implemented new youth programs as needed by the community.
- Coordinated and managed scheduling, training and program development for new instructors and classes.
- Taught youth gymnastics, creative movement dance.
- Helped prepare for end-of-season performances.

Full work history (non-massage related positions) including marketing, sales, recruiting and customer service positions available upon request.

Massage Modalities

- Proficient in Swedish, Deep Massage/Tissue, Myofascial Release, Senior Massage, trigger point therapies and Hot Stone Massage.
- Knowledge of lymphatic drainage, hospice, special needs, Thai-Shiatsu and pregnancy massage principles.

Yoga Modalities

- Hatha, all levels
- Hatha Flow-Vinyasa
- Children's/Prenatal/Family

Education & Certifications

- Texas Healing Arts Institute, Austin, Texas, Massage Therapy Certification, 300 hours 2007
- Lauterstein-Conway Massage School, Advanced Clinical Massage Training, 225 hours, 2013
- ACE Fitness, National, Certified Personal Trainer, 2010, expired 2019
- Yoga Teacher Certification, Yoga Yoga, 200 hours, August 2013
- Texas State University, San Marcos, Texas, Mass Communications, 2004
- CPR/AED/First Aid Certified, CPR Resources, ongoing

Licensing & Insurance Information

- State of Texas | Massage Therapist, MT103671
- YogaYoga | Hatha Flow Yoga Teacher Training, 2013
- ACE Fitness | Personal Trainer, T153435, expired
- Insured by ABMP, Yoga, Personal Training and Massage

Yoga & Massage Continuing Education Highlights

- Massage Therapy Instructor with the Ariana Institute, 2021, 30 hours
- Total Body Stretch Certification with Massage Envy staff, 2019
- Rapid Tension Relief with Massage Envy staff 2019
- Cupping and Seasonal Yoga with Jess Goulding, 2018
- Enhanced Muscle Therapy with Massage Envy staff, 2018
- Natural Meditation: The Way of Effortlessness with Dean Sluyter, 2017
- Your Breathing Body with Leslie Kaminoff, 2015
- Fijian Massage at Healing Soul Barefoot Massage with Jeni Spring, 2015
- Integrated Thai-Shiatsu with Randy Cummins, LMT | 2008, 12 hours
- Putting the Soul Back in the Body (Anatomy) with David Lauterstein, LMT | 2006, 6 hours
- Asian Bodywork for the Massage Table with Randy Cummins, LMT | 2010, 6 hours
- Hospice Massage with Pietro John Caporusso, MS, LMT | 2010, 3 hours
- Introduction to Deep Massage with David Lauterstein, LMT, and Keith Vencill, LMT | 2012, 3 hours
- Introduction to Manual Lymphatic Drainage with Liz Hoffmaster, LMT, PT | 2011, 6 hours
- Massage for Seniors with Peggy Rouh, PhD, LMT | 2011, 6 hours
- Anatomy Trains (Bodyreading and Myofascial Release) with Peter Ehlers | 2010, 18 hours
- Hot & Cold Stone Massage with Joy Sablatura, MA, LMT | 2012, 7 hours
- Massage for Special Needs with Christopher Allen, LMT | 2011, 6 hours
- Back Injury Prevention Specialist with Gina Piazza | 2012, .9 CECs
- FrameWork for the Shoulder: A 6-Step Plan for Preventing Injury and Ending Pain with Nicholas DuNubile, MD | 2012 .4 CECs

Updated 10/2021