



CONTACT

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she/her/hers

HOLLYANN E. JENKINS

Committed to Creating a Culture of Wellness in Schools and Community

EDUCATION

Masters of Arts/ Health Studies

University of Alabama
2019-2021

Post Graduate Courses in Education

University of Virginia
2017-2018

Bachelors of Interdisciplinary Studies/ Social Sciences

University of Virginia
2002-2006

Associates in Education

Lord Fairfax Community College
1998-1999

PRESENTATIONS

American School Health Association Annual Conference

October 2018/ Indianapolis, Indiana

Virginia School Boards Association Annual Conference

November 2018/ Williamsburg, Virginia

Virginia Association for Health, Physical Education, Recreation, and Dance Annual Conference

November 2018/ Virginia Beach, Virginia

IAFOR International Conference on Education

January 2019/ Honolulu, Hawaii

Napa Valley Student Wellness Conference

March 2019/ Napa, California

Southeastern School Behavioral Health Conference

April 2019/ Myrtle Beach, South Carolina

Weight of the State, Virginia Childhood Obesity Prevention Conference

April 2019/ Richmond, Virginia

Virginia Association of Teachers of Family and Consumer Science Professional Development Institute

July 2019/ Virginia Beach, Virginia

Annual National Wellness Conference

October 2019/ Kissimmee, Florida

Lord Fairfax Community College Education Consortium

June 2021/ Warrenton, Virginia

National School Boards Association Annual Conference

April 2022/ San Diego, CA

SHAPE America Annual Conference

April 2022/ New Orleans, LA

Annual Student Mental Wellness Conference

September 2022/ San Diego, CA

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PROFILE

With nearly two decades of experience in the various facets of the wellness industry, I am passionate about creating a culture of wellness in schools and communities. Through a combination of skills such as public speaking, digital communications, and designing healthy behavior modification programs for adults, I am uniquely qualified to motivate and assist adults and children in understanding and engaging in activities to enhance wellness. As a founding team member of a grant-funded, school-based wellness program, I have had the pleasure of working alongside teachers, administrators, and the school board to create an environment that prioritizes student wellness by increasing access to healthy, scratch-based school meals, promoting active classroom opportunities, and educating our stakeholders on the data that supports the link between student wellness and academic success. A firm believer that a message is only as effective as the ability to communicate it, communications, marketing, storytelling, and public relations have also served as a valuable skill set throughout my career. My unwavering commitment to student well-being has generated many big, outside-the-box ideas that are rooted in theory and best practices. I am a team leader and a team player who is intrinsically motivated to make a difference in the lives of all youth and their school communities.

PROFESSIONAL EXPERIENCE

2017- Present **COMMUNICATIONS & ENGAGEMENT SPECIALIST**

Rappahannock County Public Schools

Creating and promoting division-wide school news with families and stakeholders is a vital part of this role. Key responsibilities include working closely with the division superintendent, serving as the district spokesperson and media liaison, and creating social media content, videos, and newsletters.

2016- 2024 **WELLNESS INTEGRATION & PROMOTION SPECIALIST**

Commit to Be Fit/ Rappahannock County Public Schools

Promoted health and wellness within the school district to positively affect the health of our students, staff, parents, and community in the grant-funded program.

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PRESENTATIONS

(continued)

National Conference on Child Health and Well-Being

November 2022/ Chicago, IL

American School Health Association Annual National Conference

October 2024/ Pittsburgh, PA

*More available upon request

COMMUNICATIONS SUPPORT

National School Boards Association Annual Conference- Social Media

April 2022/ San Diego, CA

Annual Conference of Council of Urban Boards of Education- Social Media and Summary

Email/Newsletter

December 2022/ Miami, FL

National School Boards Association Annual Conference- Social Media

March-April 2023/ Orlando, FL

PUBLICATIONS

Redelfs, A. H., Smith, M., Merrill, J. A., Grimsely, S., Jenkins, H. E., Tederick, J. S., ... & Whigham, L. D. (2023). The Commit to Be Fit framework: a community case study of a multi-level, holistic school-based wellness initiative in rural Virginia. *Frontiers in Public Health*, 11, 1067454.

CERTIFICATIONS

Master Fitness Trainer, (2015)

National Federation of Professional Trainers

Fitness Nutrition Specialist, (2015)

National Federation of Professional Trainers

Endurance Training Specialist, (2015)

National Federation of Professional Trainers

Resistance Training Specialist, (2015)

National Federation of Professional Trainers

Sports Conditioning Specialist, (2013)

American Council on Exercise

Youth Exercise Specialist, (2013)

National Academy of Sports Medicine

ACE Certified Health Coach, (2012)

American Council on Exercise

Certified Personal Trainer, (2012)

American Council on Exercise

*More available upon request

AFFILIATIONS

American School Health Association

Member

RCPS School Health Advisory Board (SHAB)

Co-Chair (24-25)

PROFESSIONAL EXPERIENCE (Cont.)

2016- 2024 **WELLNESS INTEGRATION & PROMOTION SPECIALIST**

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Key responsibilities included working alongside of the Commit to Be Fit team members to create programs designed to promote health and wellness in three key areas: cafeteria, classroom, and community; created and led wellness challenges for the community; offered free group exercise classes and behavior change modification workshops within the school setting for staff and community members; assisted teachers in the classrooms to integrate movement with instruction; designed and led the Brain STAR action based learning lab for grades PreK-7th grade; designed weekly newsletters for community and staff to educate and motivate; offered one-on-one health coaching sessions, free of charge, for staff and community; co-taught Personal Wellness and Nutrition elective for high school students; conducted trainings, presentations, and professional development workshops for educators .

2006- 2017 **ASSISTANT GENERAL MANAGER, DIRECTOR OF PERSONAL TRAINING, GROUP FITNESS MANAGER**

FR Gyms Inc.

Oversaw the operations of both Gold's Gym Front Royal and Fitness Evolution Front Royal as AGM. Furthermore, I managed both the personal training departments and the group exercise departments simultaneously. Key responsibilities included performing all business-related duties to ensure successful operation; managing a team of certified, professional group exercise instructors and personal trainers in order to deliver the best services to members; conducting weekly presentations and group meetings for members.

VOLUNTEER

2020-2022 **DIRECTOR OF MARKETING**

Serendipity Equine

Volunteered as Director of Marketing for a non-profit organization that pairs rescued horses with veterans and youth-at-risk in equine assisted activities.

SKILLS

- Health and Wellness Coaching (in-person and online)
- Personal Training and Group Exercise
- Public Speaking
- Teaching (K-12) (*Have completed all necessary coursework for licensure*) and years of classroom experience in wellness promotion
- Communications, Marketing, Brand Awareness
- Grant Writing
- Newsletter Writing and Design