

# ABENA EDUGYAN

403.401.7580

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<http://abenaedugyan.com>

## PROFESSIONAL EXPERIENCE

**General Manager/Wellness Supervisor, *Devon Energy, Calgary, AB***  
**Dec. 2014 — Present**

Led the member experience of a corporate wellness center, enhancing corporate engagement and industry competitiveness.

- Evaluated fitness and wellness programs, events and activities and produced outcome and process reports to guide future wellness initiatives and activities.
- Maintained a Net Promoter Score (NPS) of 90% over the past four years.
- Synthesized research findings to create a member experience that was adopted by >85% of members within the first two weeks of implementation.
- Maintained a facility membership rate of 80% of population (with more than 60% actively engaged), surpassing national averages.
- Managed and developed a team of professionals including health promotion coordinator, corporate fitness trainer, guest services specialists and group exercise instructors.
- Designed written and video communications pieces, including posters, newsletter content and digital signage.

**Corporate Health and Wellness Consultant, *Centrica Energy, Calgary, AB***  
**May 2012 — April 2014**

Created, administered and evaluated customized health promotion campaigns targeting lifestyle risks for 425 employees across Alberta.

- Analyzed and reported on relevant wellness and health impact metrics for program evaluation (participation and employee satisfaction).
- Increased annual participation in walking challenge by 40% and in health education initiatives by 28%.
- Used data from surveys, interviews and contextual inquiry sessions to develop a training curriculum for utilities workers to increase awareness and reduce risk of musculoskeletal injuries of the low back, shoulder and knee.
- Produced health communication materials, including marketing collateral, newsletters, brochures and fact sheets.

**Owner, *Active Edge Fitness Consulting, Calgary, AB***  
**May 2011 — August 2014**

Built successful personal training business using automation tools and toolkits to streamline operations.

- Crafted successful touchpoints and interactions to attract and retain clients.
- Created e-commerce and membership website using WordPress.
- Marketed business through online ads and alignment with a high-end training studio.

## PROFILE

People and project manager skilled in designing memorable, engaging experiences, notably in the fields of wellness and health promotion. Successful facilitator with strong written and verbal communication skills across diverse audiences. Fascinated with designing experiences to influence human behavior.

## COMPETENCIES & SKILLS

- **Prototyping & wireframing**  
Paper, Axure (beginner)
- **Operations & Strategy**  
Strategic planning (workshops, design sprints), project management
- **Communication**  
Workshop facilitation, public speaking, technical writing
- **Design**  
Graphic design principles, Sketch (beginner)
- **Research methods & analysis**  
Contextual inquiries, competitive analysis, card sort, user flows, personas, experience maps, user and usability testing

## EDUCATION

- **Master of science, Interaction Design** – Cyprus University of Technology (in progress)
- **Graduate certificate, Public health leadership** – Concordia University of Edmonton
- **Master of science, Kinesiology** – A.T. Still University of Health Sciences
- **Bachelor of science, Psychology** – University of Alberta

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## PROFESSIONAL EXPERIENCE (continued)

**Fitness Manager/Personal Trainer, *Spa Lady Fitness Clubs, Calgary, AB***  
**Sept. 2008 — Sept. 2012**

Recruited, hired, trained, and managed staff, achieving retention of 100% of staff during tenure as fitness manager.

- Assessed clients and delivered fitness programs for cancer survivors, clients with obesity, joint replacements, hypertension, low back pain, sports performance and weight loss/maintenance.
- Established a mentor-mentee program for newly hired trainers, fostering a collaborative environment.
- Received inaugural peer trainer award (2010) for fostering a cohesive team.
- Implemented marketing avenues, including a trainer biography wall adopted across all 6 clubs across the province.

**Corporate Team Development Specialist, *The Ride to Conquer Cancer, Calgary, AB***

**Sept. 2008 — April 2009**

Built corporate teams to participate in the inaugural Alberta Ride to Conquer Cancer cycling fundraiser for the Alberta Cancer Foundation.

- Spoke at corporations and identified opportunities for team captains to drive internal team registration and fundraising growth.
- Established partnerships with bicycle shops across Southern Alberta (discounts for riders, ride support).

**Investment Services Analyst, *Second Southern Corp., Redondo Beach, CA***  
**Oct. 2004 — August 2008**

Managed investment operations in a fast-paced environment, reporting directly to president and CEO.

- Created custom data visualization screens on stock portals, including Reuters Station.
- Reduced investment processing time by 50% and enhanced trade reconciliation process by programming macros in Advent Axys portfolio management system and Excel.

## ACHIEVEMENTS

- Presented parallel session "[Lessons Learned: Engaging Older Adults in Generative Design Sessions for a Digital Messaging System](#)" at 20<sup>th</sup> International Conference on Human-Computer Interaction (HCI International), Las Vegas, NV (July 2018).
- Recipient of GoodLife Fitness Health and Wellness Leadership Award (November 2016).

## VOLUNTEER EXPERIENCE

- **Advisory Board Member, *Alberta Centre for Active Living***  
**June 2017 — present**  
Update the Centre on developments in physical activity and health promotion in the workplace.
- **Continuing Education Course Reviewer, *Human Kinetics***  
**June 2015 — present**  
Evaluate fitness and wellness continuing education courses for readability and usability.