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# DAVID HOLDEN

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16695 NE Halsey St., Portland OR 97230 | (503) 893-9851 | daveholdenlmt@gmail.com | LMT# 26151

## SUMMARY

Award-winning educator with over ten years' experience in massage therapy, massage education, curriculum design, and vocational education program management. Strong expertise in curriculum development, faculty development, and academic management. Experienced in CEU course development and instruction, as well as strategic admissions marketing.

## EXPERIENCE

### **MASSAGE THERAPIST**

*POWELL VALLEY WELLNESS – GRESHAM OR (503) 661-5090 -- 03/2022 TO PRESENT*

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Delivered high-quality massage therapy and bodywork services while maintaining a high standard of customer service and client satisfaction. Educated clients on the benefits of massage and other wellness services.

### **DIRECTOR OF EDUCATION; CORE INSTRUCTOR**

*OREGON SCHOOL OF MASSAGE – PORTLAND OR (503) 244-3420 -- 01/2020 TO PRESENT*

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Managed Massage Therapy program of 140+ students. Managed a faculty of up to 20 instructors, including hiring and faculty training and development. Tracked academic progress for all students, developed individual plans for students falling behind in academics, and resolved student issues professionally and fairly. Coordinated new class starts with Admissions and Academic departments; conducted Orientations and Graduations for all programs.

### **DEAN OF ACADEMICS**

*SUNSTATE ACADEMY – CLEARWATER FL (727) 538-3827 -- 05/2019 TO 08-2020*

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Managed vocational education programs in Cosmetology, Barbering, Massage Therapy, Esthetics, and Nail Technician, in a schoolhouse of over 200 students with a fully functioning salon and spa. Maintained required graduation rates, state board pass rates, and job placement rates for each program. Managed a faculty of up to 20 instructors, including hiring and faculty training and development. Maintained inventory and supply/equipment ordering for all departments. Tracked academic progress for all students, developed individual plans for students falling behind in academics, and resolved student issues professionally and fairly. Coordinated new class starts with Admissions and Academic departments; conducted Orientations and Graduations for all programs. Worked as part of a coordinated Academic Management Team to grow enrollments and make institutional improvements on both Clearwater and Fort Myers campuses.

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**MASSAGE THERAPY EDUCATOR; PROGRAM ADVISORY COMMITTEE COORDINATOR; PROGRAM MANAGER**  
**SUNSTATE ACADEMY – CLEARWATER FL (727) 538-3827 -- 12/2015 TO 05/2019**

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Instructed students in massage therapy theory, modalities, anatomy, physiology, kinesiology, pathology, allied modalities, business, and Florida law. Adhered to curriculum, as well as regulatory and institutional rules and guidelines. Maintained control of classroom, adherence to policy, and recordkeeping. Coordinated and directed off-site learning, supervising students performing chair massages for community events. Demonstrated advanced knowledge of massage therapy theory and techniques, as well as human anatomy and all associated subject matter. Performed other duties such as recruitment, community outreach, and tutoring sessions.

**MASSAGE THERAPIST/OWNER**  
**DAVID HOLDEN LMT – PORTLAND OR -- 09/2015 TO PRESENT**

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Owner and sole proprietor; managed and implemented all services and business functions. Delivered high-quality massage therapy and bodywork services while maintaining a high standard of customer service and client satisfaction. Managed all marketing, social media, and advertising campaigns. Adhered to required state and local business and health regulations. Developed advertising and marketing strategies and networking opportunities.

**LEAD MASSAGE THERAPIST**  
**HAND & STONE MASSAGE AND FACIAL SPA – CARROLLWOOD (813) 425-1713 -- 02/2011 TO 08/2015**

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Delivered high-quality massage therapy in 50-minute to 80-minute sessions. Educated clients on the benefits of massage and other spa services. Maintained a consistently high rate of client retention and customer satisfaction. Responsible for new hire interviewing, training, and ongoing coaching. Led by example, providing excellent client care and maintaining standards of protocol.

## EDUCATION

**SUNSTATE ACADEMY, CLEARWATER FL -- GRADUATED 01/2018**

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Facial Specialist Diploma

**UNIVERSITY OF SOUTH FLORIDA, TAMPA FL -- GRADUATED 12/2015**

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B.A., Biological Anthropology; 3.6 GPA.

**SUNSTATE ACADEMY, CLEARWATER FL -- GRADUATED 01/2011**

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Massage Therapy Diploma; 4.0 GPA.

**DARTON STATE COLLEGE, ALBANY GA -- GRADUATED 12/2008**

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A.A., Psychology.

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## SKILLS & ACCOMPLISHMENTS

- Awarded ***Educator of the Year 2017-2018*** by the Florida Association of Postsecondary Schools and Colleges (FAPSC).
- Created an online Massage Therapy curriculum for students during COVID-19. Created and organized lesson plans, projects and learning activities, delivered online lectures, created online tests and evaluations, tracked student progress, and maintained student achievement for students on two campuses during an exceptionally trying time.
- Member of Curriculum Development Committee: contributed to the design, revision, and implementation of all Massage Therapy Program curriculum changes. This includes writing curricula, tests, evaluation rubrics and other associated documents, as well as implementing and tracking efficacy of those improvements.
- Coordinated all external Chair Massage Events for the massage program with community members including local schools, nursing homes, universities and colleges, airports, etc.
- Proficient in Swedish, Hot Stone, Neuromuscular, Deep Tissue, Prenatal, Stretching Techniques, MediCupping, Hydrotherapy, and Myofascial, as well as postural and orthopedic assessment techniques.
- Proficient in Microsoft Office Suite, Windows, and Apple operating systems. Experience with Millennium, Meevo, Shortcuts, MassageBook, and various other appointment booking and client management software.
- Florida Board-Approved CE Instructor: Created, marketed, and taught my own CE courses through Sunstate Academy.