**JOANNA CIELEN**

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**PROFESSIONAL MISSION STATEMENT**

To promote and inspire a sense of optimum physical & emotional well being and good health of the athletes, through the development of appropriate fitness and wellness programs, nutritional consulting, and body image education.

## **HIGHLIGHTS OF QUALIFICATIONS**

* Registered Holistic Nutritionist (RHN)
* Professor of Nutrition in Liberal Arts & Sciences Department at Niagara College
* Personal Trainer Specialist, Fitness Instructor Specialist
* Over 18 years of extensive and diverse experience working with Professional and Olympic Athletes, Competitive Athletes, Weekend Warriors and Beginners
* Extensive background as a motivational public speaker, lecturer & educator

# **RELEVANT EMPLOYMENT HISTORY**

1998 – Present Nutritional Consultant, RHN/ Body & Soul Personal Training

Personal Trainer/ Educator & Nutritional Consulting Services

Co-owner St. Catharines, Ontario

2003 – Present Community College Professor Niagara College of Applied Arts &

Liberal Art & Sciences Technology, Niagara-On-The-Lake, Welland, Ontario

2003 – 2009 Pro Trainer / Course Instructor The Canadian Association of

Nutrition & Wellness Specialist Fitness Professionals

Toronto, Ontario

1993 – 2007 Co-owner/ Body Max Fitness &

Nutritional Consultant, RHN/ Wellness Center

Personal Trainer / Fitness Instructor/ St. Catharines, Ontario

Cycle Reebok Trainer

1994 – 1998 Group Facilitator/ Youth & Community

Program Coordinator Employment Services

St. Catharines, Ontario

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**EDUCATION AND ACCREDITATION**

Brock University

**Master of Education**

Focus on Body Image Education & Nutrition

University of Western Ontario

**Bachelor of Arts – Honors**

Canadian School of Natural Nutrition

**Registered Holistic Nutritionist**

Canadian Association of Fitness Professionals (Can-Fit-Pro)

**Personal Trainer Specialist** (PTS), **Fitness Instructor Specialist** (FIS)

**RECENT PUBLIC SPEAKING AND LECTURES**

* Optimum Athletes Nutrition – 2013
* The Power of Breakfast – 2012
* Sports Nutrition - Pre & Post Exercise Foods – 2003 to 2013
* The Metabolic Typing Diet – 2011, 2010, 2009
* Everybody Beautiful Women’s Program – 2010, 2009
* Body Image Program for Women – Healing Our Bodies, Healing Our Minds – 2009, 2008, 2007
* Detoxification for Optimum Health – 2003 to 2008
* Child Nutrition – Eating to Learn & Learning to Eat – District School Board of Niagara & Catholic School Board of Niagara – 2003 to 2008
* Sugar & Carbohydrate Sensitivity – 2003 to 2007
* Health Risks and Dangers of Dieting – 2003 to 2007
* Optimum Energy for Optimum Health – 2003 to 2007

**CORPORATE LECTURES & PROGRAMS**

* Canisius College, Buffalo, New York – Soccer Team, Track & Field Team
* Niagara Regional Athletics Track and Field Club
* St. Catharines Female Hockey Association (SCFHA)
* Niagara Falls Minor Hockey Association (Triple AAA)
* Niagara United Soccer Club, St. Catharines Jets Soccer Club
* Women’s Wellness Speaker Series, The General Hospital Foundation
* Family and Children’s Services (FACS)
* The John Howard Society of Niagara & The Job Gym
* The Canadian Food Inspection Agency
* Department of Justice, Probation and Parole Services of Niagara
* Niagara Victim Crisis Support Services Inc.
* Bank of Montreal, Toronto Dominion Bank, Enbridge Consumers Gas