

CHEL ROGERSON

Yoga & Mindfulness Facilitator (eRYT-500)

Sayulita, Mexico ♦ Kill Devil Hills, N.C. ♦ 1 (757) 589-6404 ♦ michellerogerson@gmail.com

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WELLNESS EXPERIENCE

Yoga Teacher Trainer & Instructor

2012-present

- Yoga Alliance Certified (eRYT-500), YACEP continuing education provider
- Yoga Teacher Lead Trainer, Sayulita Yoga School (upcoming October 2023)
- Yoga Teacher assisting teacher trainings at Paraiso Yoga, Registered Yoga School, Sayulita (2017-2020)
- 12 years of teaching experience:
 - Yoga classes (Hatha/Vinyasa, Power, Gentle, Restorative)
 - Mindfulness techniques: Meditation, Yoga Nidra, Pranayama, Journaling
 - Group fitness, including dance cardio, sculpt, HiIT

Client Testimonial: *“There are a lot of yoga teachers out there, but very few who authentically live their best practice outside the studio as Chel does. I was privileged to study with her in Sayulita, Mexico, and her knowledge of asanas, her understanding of each students’ level and her enthusiasm for teaching and sharing the benefits of yoga were exceptional. I found her very inspiring.” - Mary G., Bozman, MT*

Certified Health & Life Coach (Kill Devil Hills, N.C.)

2012-present

- **Health and Life Coach certified with YogaMedCo (NBHWC-approved)**, specializing in Pillars of Health, SMART Goals, behavior change, mindfulness, stress/anxiety, work-life balance
- **Aura Health, Life and Meditation Coach**, recorded meditation and life coach 100,000+ listens (2022-present)
- **Task Human, Life Coach**, 1:1 online app-based video coaching (2022-present)
- Mindfulness Podcast Host, “Listen Inspired: Mindful Self-Care for Freedom and Happiness”
- Body Confidence Podcast Guest, Wellness & Wanderlust, Ep: 84 Finding Body Confidence Through Joyful Movement

Client Testimonial: *“My life coaching experience over the past 8 months with Chel has been nothing short of amazing! She is extremely knowledgeable and intuitive, helping you set goals and intentions. Chel has helped me work through everything from relationship to business issues to pursuing a new career path. She has provided guidance in a way that has helped me discover my own inner wisdom and trust in my intuition. I always leave every session feeling grounded, uplifted and more confident. The last*

8 months have truly been an incredible journey of growth that has taught me to live a more fulfilled and empowered life.” - Kim K, retired teacher and entrepreneur, Kill Devil Hills, N.C.

Reiki Master and Certification Teacher

2015-present

- Organize and teach Reiki levels 1, 2 and Master certifications
- Energy Healer specializing in chakra balancing (Outer Banks, N.C., Sayulita, Mexico & online)
- Sound Healer, offering biofield tuning and Tibetan/crystal bowl therapy

Client Testimonial: *“Chel is so kind and always know the right thing to say. She is a fabulous and inspiring Yoga Teacher. I also recently completed her Reiki Level 1 & 2 Certification, and learned so many new things to put into my life and daily wellbeing.” - Tanya Schwarz, Yoga Teacher, Calgary, Alberta, Canada*

Wellness Travel Management

2016-present

- Owner and manager of a wellness and mindfulness themed eco Airbnb properties with \$80,000+ in annual revenue, Gypsea’s Sanctuary, Kill Devil Hills, N.C.
- Retreat Host, coordinating, marketing and teaching week-long international wellness retreats.

Group Fitness Instructor

2010-Present

- Cardio/dance fitness, sculpt, Hiit, mat pilates & dance classes
- Outer Banks Sports Club (Nags Head, N.C.), Sayuita Fit (Sayulita, Mexico)

EDUCATION/CERTIFICATIONS

Integrative Health and Wellness Coach, YogaMedCo (NBHWC program) (Burke, VA) **2020**, **Yoga**

Alliance Certified 500-hour, Alpha Omega Yoga (Dallas, Texas) 2018,

Yoga Alliance Certified RYT-200, South Okanagan Yoga Academy (British Columbia) 2012

Reiki 1, 2 & Master Certified, OB Massage/Trisha Huszka (San Diego, Ca.) 2015,

Gong Master Sound Healing Certification, Teri Wilder (San Diego, Ca.), 2015

M.S. Communications Management

Syracuse University, S.I. Newhouse School of Public Communications (Syracuse, N.Y.) 2005-2008

- Independent study and capstone focused on social media communications, 4.0 GPA
- Coursework in: Accounting, Financial Management, Media Law, Internet Marketing, Marketing Management, Public Relations Management

B.A. Mass Communication and Spanish (double major)

Virginia Wesleyan College (Virginia Beach/Norfolk, Va.) 1996-1999

- Outstanding Senior in Communications Award, 3.8 GPA
- Virginia Association of Broadcasters scholarship and internship

ASSOCIATIONS AND EXTRACURRICULAR

- Bilingual, English/Spanish (Advanced proficiency, living in a bi-lingual household)
- Certified Proficiency in the Spanish Language, Virginia Wesleyan College, 1998

CORPORATE WORK EXPERIENCE

Marketing Manager, ADP (Fortune 500, Roseland, NJ.)

March 2013-July 2016

- Strategized, implemented and managed editorial process for ADP's (Fortune 500) first corporate blog, recognized by Ragan's PR Daily as Top 10 Outstanding Corporate Blog.
- Launched three niche blogs, managing the implementation and editorial content, resulting in 50 blog posts published monthly.
- Chief copywriter for all C-suite bylined blog posts and CEO speeches/presentations.

Marketing Consultant/Writer (Kill Devil Hills, N.C.)

August 2005-2013

- 6-year contract with Norfolk Southern Corporation (Fortune 500) speechwriting for the CEO.
Developed and led public speaking and media relations coaching programs to 300 employees.
- Implemented social media marketing for Norfolk Southern, including Facebook, Twitter, YouTube, Instagram as well as blog monitoring and staff training.
- Freelance writer for Yelp.com (paid Hampton Roads reviewer/Yelp Ambassador).
- Consulted clients including the City of Virginia Beach, Hampton Roads Transit, Powerful Learning Practice and the Association for Conservation Information.
- Accredited in Public Relations (APR) designation and APR training instructor
- Published academic research: Liu-Thompkins, Yuping and Michelle Rogerson (2012), "Rising to Stardom: An Empirical Investigation of the Diffusion of User-Generated Content," Journal of Interactive Marketing, 26 (2), 71-82.

Marketing Manager, City of Virginia Beach (Virginia Beach, Va.) March 2004-August 2005

Marketing Manager, Trader Interactive (Norfolk, Va.) January 2001-February 2004

Medical Copyeditor, Center for Health Information (Chesapeake, Va.) 1999-2001

Radio Newswriter/On Air, Sinclair Communications (Norfolk, Va.) 1999-2000