ZACHARY J. BUCHTA

PERSONAL TRAINER | SALES PROFESSIONAL | FITNESS CONTENT CREATOR

zach.buchta6@gmail.com | (708) 571-5007 | Oak Park, IL | Relocating to San Diego, CA

Zachary Buchta | LinkedIn | @sonbuch

PROFESSIONAL SUMMARY

NASM-certified personal trainer, nutrition coach, and kinesiology graduate with experience in personal training, fitness content creation, sales, online coaching, and customer service. Built a 70K+ social media following generating 62M+ views in 6 months through fitness and self-improvement content. Strong background in exercise science, personal training, relationship building, and UGC marketing.

PROFESSIONAL EXPERIENCE

Independent Online Fitness Coach **Remote**

Self-Employed *May 2026 – Present*

- Coached 5+ clients in strength, fat loss, running, and hypertrophy with individualized training programs and weekly check-ins
- Helped 3 clients lose 10+ lbs each over 2 months through personalized training programs, online weekly check-ins, and nutrition guidance
- Provided weekly fitness and mindset coaching, helping 5+ clients build consistency, confidence, and sustainable training habits through individualized support

Social Media Content Creator | @sonbuch **Oak Park, IL**

Self-Employed *July 2025 – Present*

- Constructed an online coaching business from 45K+ Instagram and 25K+ Facebook following in 6 months, generating 62M+ views across all platforms
- Partnered with companies such as Barebells, Ekkovision, Prozis, and Liftoff on sponsored/UGC fitness and wellness content
- Created, filmed, edited, and managed 1,000+ short-form videos, ads, and brand deliverables across all social platforms

Reveal Data **Chicago, IL**

Business Development Representative *July 2025 – March 2026*

- Prospected legal and corporate teams, booked 15+ meetings quarterly, generating $150K+ in pipeline with strategic outreach
- Averaged 70 daily contacts with prospects while managing follow-ups and CRM activity in a high-volume sales environment
- Prospected 40–60 leads weekly through cold outreach, contributing to a 25% increase in qualified sales pipeline quarterly

Joes Brewery **Champaign, IL**

Bartender *January 2022 – May 2025*

- Served 70+ customers a shift while managing transactions, customer concerns, inventory, and safety in a high-volume bar
- Ranked top 10 of 90+ bartenders in sales for two consecutive years through strong customer relationships and service

Alpine Sandwich Shop **Elmwood Park, IL**

Sandwich Maker/Vendor *August 2019 – January 2025*

- Served 50+ customers daily while building customer relationships and delivering efficient service in a fast-paced environment
- Promoted from dishwasher to sandwich vendor in two months through reliable performance and strong customer service

EDUCATION

University of Illinois Urbana-Champaign ***August 2021 – May 2025***

Bachelor of Science in Kinesiology, Minor in Business *GPA: 3.7/4.0*

Involvement: Dean's List (August 2023– May 2025), Delta Tau Delta Fraternity Social Chairmen, Physical Therapy Club

CERTIFICATIONS

- NASM Certified Personal Trainer (CPT)
- NASM Performance Enhancement Specialist (PES)
- NASM Corrective Exercise Specialist (CES)
- NASM Certified Nutrition Coach (CNC)
- NASM Certified Cardiopulmonary Resuscitation/Automated External Defibrillator (CPR/AED)

SKILLS

- Personal Training: Exercise Programming/Design, Fitness Assessment, Corrective Exercise, Nutritional Guidance
- Content Creation: Short-Form Video, UGC, Social Media, Video Editing, Content Marketing, Content Scaling
- Client Engagement: Relationship Building, Client Retention, Motivational Coaching, Communication