

Nicole Davis, LMT

EDUCATION

Bachelors of Science in Exercise Science

The University of Tampa

Tampa, FL August 2012

Certificate in Massage Therapy

Academy of Massage Therapy and

Bodywork

Pottstown, PA August 2017

WORK EXPERIENCE

Director/Owner

Enlightened Massage Education: November 2022 - present

- Massage therapy continuing education company offering courses to licensed massage therapist with the intent of advancing their skillsets
- Host of the New Jersey Massage Championship, inaugural event May 2024.

Corporate Massage Therapist Trainer

Hand and Stone October 2023 - present

- Travels the country and conducts massage therapist training for new spa openings

Assistant Instructor for Continuing Education

Forearm Fusion - Lansdale, PA - September 2017 to Present

- Assists in teaching hands-on continuing education courses to new and experienced massage therapists.

Massage Business Development Associate

Hand and Stone - Marco Region - October 2021- present

Represents 11 Hand & Stone locations in New Jersey

- Spearheads the massage therapist recruitment processes for 11 locations including the organization of weekly recruitment calls with location service managers, managing ATS portals, advising on resume reach out procedures, attending career fairs and related events, organizing grassroots recruitment efforts, etc.
- Builds and maintains relationships with local massage therapy programs to support their career services, guest lectures, admissions, and instructor needs.
- Initiated and manages the massage therapy student sponsorship program. This program assists newly enrolled massage therapy students, providing tuition assistance, mentorship via on the job training and career placement once a massage therapy license is obtained
 - Program Success
 - Fiscal year 2022 - enrolled 43 students
 - Fiscal year 2023 - enrolled 69 students
 - Fiscal year 2024 - enrolled 24 students year to date
- Developed and oversees the certified massage therapist, esthetician and cosmetology apprenticeship programs for the Marco Region Enterprises..
- Seeks out government grant application opportunities, write the applications and executes the grant programs
 - FY 2022 GAINS Grant Awarded \$190,000 in funding
 - FY 2023 GAINS Grant Awarded \$584,000 in funding
 - FY 2023 Incumbent Worker Training Grant Awarded \$148,824 in funding
 - FY 2024 PACE Grant Awarded \$719,960.00 in funding

- Rolled out and oversaw a Corporate Secret Shopper Pilot Program in 2023. This program was designed to test company massage therapy policies and protocols, specifically regarding client safety. Pilot was a success and the program was implemented nationally in 2024.
- Develops training and onboarding processes for employed massage therapists, overseeing the continuing education of employed massage therapists, and ensuring safety and sanitation protocols are up to date and enforced

Consultant for 21 locations in Ohio

- Advises Hand and Stone franchisees in the state of Ohio, in regards to recruitment best practices, building and maintaining school relations, attaining government grant funding, and training of massage therapy employees.
- Conducts grand opening training of massage therapist teams

Massage Theory & Practice Instructor - August 2020 to September 2021

Anatomy & Physiology Instructor - August 2018 to September 2021

Academy of Massage Therapy and Bodyworks - Pottstown, PA

- Instructed a 260 hour, hands on, program focused on massage theory, ethics, client assessment, kinesiology, medical pathologies, and practical assessment.
- Instructed a 260 hour, hands on, program focused on the human anatomical structure and its physiological functioning, medical pathologies, and kinesiology.
- Rewrote the 260 hour anatomy, physiology, pathology and kinesiology curriculum following guidelines from COMTA and ELAP.

General Manager

Massage Envy - Collegeville, PA - June 2018 to September 2021

Rapunzels Salon and Spa - Lansdale, PA - January 2018 - June 2018

Massage Envy - West Chester, PA - February 2015 to January 2018

- Operations, Sales, Customer Service, and Crisis Management, Data Analysis, Human Resources

VOLUNTEER WORK

AMTA NJ Chapter

- Board Member - April 2022 - present
- Serving as acting Education Chair - April 2022- present
 - Plans and executes quarterly educational events for licensed massage therapists
 - Manages volunteers assigned to the Education Committee

Federation of State Massage Therapy Boards

- Item writer - January 2022 - present
- Education Development Committee member - January 2023 - present

NJ Department of Consumer Affairs - Massage Therapy and Bodywork State Board

- Board Member- June 2024 - present

LICENSED MASSAGE THERAPIST

Pennsylvania- MSG011821 - Expires January 31, 2025

New Jersey- 18KT01413800 - Expires November 30, 2024

AMERICAN MASSAGE THERAPY ASSOCIATION

Active member since September 2017