

# LAUREN HANSEN

YOGI



## STYLES

Vinyasa (Advanced)  
Ashtanga (Beginner)  
Bikram (Beginner)

## TRAININGS/WORKSHOPS

[Kino MacGregor Workshop, 2017](#)

[Corepower Yoga](#)

HPF Training: 20hrs (2016)

Continuous Education: 40hrs (2017-20)

C2 Training: 20 hours (2019)

## AWARDS/CERTIFICATES

Communication Award, *Alight Analytics*

Tableau for Marketers, *Alight Analytics*

200-RYT, *Yoga Alliance*

CPR-AED, *National CPR Found*



## CONTACT

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[www.thelovinglotus.com](http://www.thelovinglotus.com)

*Passionate yoga teacher with 5+ years of experience in creating and leading Vinyasa style classes. Influenced by personal experiences, fellow yogi's, and nature to inspire themed classes.*

## EXPERIENCE

### YOGA INSTRUCTOR

SELF-EMPLOYED | KC, MO | SEPT 2016- PRESENT

- Instructed personal and group yoga classes both in-person and virtually
- Led donation-based Vinyasa style classes virtually via Zoom, Instagram, and YouTube
- Perfected student experience via Zoom and Spotify simultaneously
- Utilized various ticketing platforms to optimize student sign-up experience
- Polled students on class dates/times to maximize class occupancy
- Templated personalized newsletters for weekly yoga classes via Mailchimp and Luma

### YOGA INSTRUCTOR

YOGA FOR MASKS | KC, MO | APRIL-MAY 2020

- Led 1 donation-based Vinyasa style classes per week virtually to help provide masks to local frontline workers in Kansas City
- Optimized student experience through Zoom and Spotify via trial and error
- Connected with students before and after class

### SOCIAL MEDIA STRATEGIST

YOGA FOR MASKS | KC, MO | APRIL-MAY 2020

- Increased social media presence through strategic promotions
- Assisted in social media presence via Facebook and Instagram
- Created instructor spotlights to help students better know their teachers
- Designed templates on Canva for yoga and cooking events

### YOGA INSTRUCTOR

COREPOWER YOGA | KC, MO | OCT 2017-MARCH 2020

- Taught 3 different Vinyasa style classes that had anywhere from 1 to 30 students of varying levels of experience
- Built authentic relationships with students of diverse backgrounds forming safe and inclusive communities
- Incorporated quarterly feedback and training to improve teaching methods and meet current safety standards
- Cleaned and prepared studio for students before and after class

## EDUCATION

### MASTERS OF BUSINESS ADMINISTRATION

2013 - 2015 | NORTHWEST MISSOURI STATE UNIVERSITY

### BACHELOR OF SCIENCE, BUSINESS MANAGEMENT & MARKETING

2009 - 2013 | NORTHWEST MISSOURI STATE UNIVERSITY