

Contact

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laura@artmanstudios.com

www.linkedin.com/in/lauraartman
(LinkedIn)
LauraArtman.com (Portfolio)
artmanstudios.com/ (Other)

Top Skills

Digital Marketing · User Experience
(UX) · Accessibility Standards

Digital Platforms · Customer
Experience · CMS Management ·
Online Communities

WordPress · Drupal · Joomla ·
Moodle · BuddyPress · BuddyBoss ·
PeepSo

Languages

English (Full Professional)
American Sign Language
(Elementary)

Certifications

Human Resources Management
Essentials
Introduction to Cosmetic and
Skincare Science
Basics of Medical Billing and Coding
Interacting with Customers
Quality Control and Regulatory in
Cosmetic Science

Honors-Awards

Outstanding Teaching Performance
Lt. Robert Merton Rawlins Merit
Award
Outstanding Economics Graduate
(aka Academic Achievement Award)
Pi Gamma Mu
Phi Eta Sigma

Publications

Laura Artman, MBA

Personal Fitness Trainer and Esthetician at Self
United States

Summary

What makes me different is the intersection of business expertise and a lifelong commitment to fitness. I understand the business of serving people, the importance of member engagement, and the value of creating fitness experiences that people want to use and continue using. Combining an MBA and extensive business experience with a lifelong active lifestyle, I bring a unique dual perspective to the health and fitness industry as both an operator and a dedicated practitioner. My foundation is further strengthened by practical health credentials, including Certified Personal Trainer (CPT), licensed esthetician, and specialized training in health care billing, allowing me to bridge the gap between rigorous operational strategy and hands-on client wellness. Beyond core credentials, I approach fitness operations with an engagement-first mindset focused on long-term participation, member retention, and sustainable economic value rather than short-term transactions. With a broad skill set spanning marketing, technology, communications, and business operations, I offer cross-functional value that extends well beyond a single department, supported by distinctive, pre-developed programs that are fully ready to implement.

Experience

Self

Personal Fitness Trainer and Esthetician
September 2026 - Present (1 month)
California, United States

Business expertise, lifelong commitment to fitness, professional and vocational credentials, and a proven ability to connect engagement with utilization, retention, and growth.

Laura Artman

Digital Experience & Customer Solutions Specialist
June 2006 - Present (20 years 4 months)
California and Washington

A study of the perceptions of saleswomen by their managers on important attributes.

Support and enhance customer experiences across digital platforms by managing and optimizing websites that drive communication, engagement, and usability. Work with WordPress, Drupal, Joomla, and Moodle to maintain accessible, user-friendly environments aligned with business and marketing goals.

Assist in the development and management of private online communities using tools such as BuddyPress, BuddyBoss, and PeepSo—helping improve user interaction, communication, and overall engagement.

Provide training and ongoing support to teams using digital platforms, enabling non-technical users to confidently manage content and navigate systems. Act as a bridge between users and technology to ensure smooth day-to-day operations and a positive user experience.

Collaborate with cross-functional teams to support marketing initiatives, improve customer journeys, and ensure digital platforms effectively serve both user needs and organizational objectives.

Monitor and improve platform performance by identifying usability issues, resolving bottlenecks, and ensuring reliable functionality across high-traffic environments. Support content delivery and backend processes in ways that maintain a seamless customer experience.

Manage database-related tasks using MySQL to support data organization, basic automation, and platform stability. Apply best practices in accessibility and usability to ensure inclusive, consistent, and effective digital experiences.

Artman Real Estate

Property Manager and Real Estate Investor

2006 - 2023 (17 years)

California and Washington States

MULTI-STATE Real estate investor in short-term and long-term residential properties in California and Washington. Acquired and managed over 12 properties including rentals and flips. Financing included conventional, seller, and hard money loans. Use market trends, comps, data research, site walks, and outreach to assess property value and condition.

Provide constant vendor/contractor communications concerning scheduling, billing, vendor relations and certificates of insurance. Understand and comply

with Fair Housing laws and standards. Conduct regular property walks/ inspections to ensure property is well maintained.

SKILLS: Real Estate License · Acquisitions · Real Property

Marbles: The Brain Store

Store Manager

2013 - 2016 (3 years)

San Francisco Bay Area

Managed daily store operations ensuring the store is running smoothly. Led by example and assisted in the training and management of the retail team. Addressed customer inquiries and resolved any issues or complaints promptly to ensure customer satisfaction. Maintain strong knowledge of all products. Ensured merchandising displays were visually compelling and met the brand standards. Maintained accurate inventory including ordering an inventory control. Maintained consistent rotation of inventory stock, and monitoring inventory levels to determine which items need to be reordered. Maintained organized work areas.

Maintained a clean store environment all areas inside the store. Implemented all standards for proper receiving of deliveries. Ensured accuracy of delivery order and submitting claims/credits when needed.

Ensured all store procedures for opening & closing the store every morning and evening.

Supervised and managed store staff, ensuring effective shift management and optimal performance.

Recruited, trained, and developed team members to enhance their skills in customer service and retail sales. Implemented sales strategies to meet or exceed sales targets while providing excellent customer service. Handled administrative tasks such as scheduling shifts and maintaining compliance with company policies.

Monitored sales performance and analyzed trends to make informed decisions for improving store operations.

Caltrans

Right of Way Agent

2005 - 2006 (1 year)

Eureka CA

Appraised and acquired real property rights under eminent domain proceedings including preparing written offers based on the fair market value, negotiating settlements with property owners, and working with State attorneys with land value litigation. Secured property rights for transportation projects by researching public and private records in order to determine the true owners of property and their interests. Assisted attorneys on condemnation process for necessary easements that could not be acquired by negotiation.

Acquired abstracts and performed due diligence researching courthouse public records. Managed all escrow functions for project portfolio including document preparation, signing, processing, and closing transactions.

California State University, Chico
University Lecturer Finance and Marketing
1990 - 2005 (15 years)
Chico, CA

Delivered over 4000 lectures to upper division university business and information technology students on a variety of business subject matters. Provided personalized curriculum development, classroom instruction, test preparation, and grading for all submitted assignments.

New Pacific Advisors, LLC
Founding CEO and Advisor
1998 - 2004 (6 years)
Chico, California

NEW PACIFIC ADVISORS, LLC, Chico, California
General Manager (1997-2005)

Delivered financial advice to clients, proposing strategies to achieve goals and objectives for investments, insurance, business and estate planning. Identified, developed and secured new client relationships through traditional networking and online marketing. Created personal financial plans based on interview with clients. Responsible for establishing health benefit administration, retirement administration, new employee paperwork and staff issues. Technologist of computer related issues and company web development. Assure compliance with SEC and company policies and procedures and set forth in the Form ADV document.

Education

California State University-Chico

Master Degree, Business Administration (MBA)

Humboldt State University

Bachelor of Arts Degree, Economics