

Nicole Davis, LMT

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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

LICENSED MASSAGE THERAPIST

Pennsylvania- MSG011821 - Expires January 31, 2025
New Jersey- 18KT01413800 - Expires November 30, 2024

VOLUNTEER WORK

Federation of State Massage Therapy Boards

- MBLEx Exam Item writer - January 2022 - present
- Education Development Committee member - January 2023 - present
- Member, Board of Directors - October 2024 - present

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

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

- Vice Chair- June 2024 - present

WORK EXPERIENCE

Director of Education

Body In Mind Massage Institute: March 2025 - present

- Leads all academic and administrative operations across two campus locations, ensuring alignment with institutional goals and regulatory requirements.
- Manages the school certification and licensing process with state agencies for both campuses, maintaining full compliance with NJDOE and NJDOL regulations.
- Oversees day-to-day operations, including scheduling, facilities, student services, and educational delivery.
- Directs curriculum development and implementation, ensuring content reflects industry standards, current evidence-informed practices, and licensure requirements.
- Recruits, hires, and trains instructional and support staff, fostering a professional, student-centered teaching culture.
- Supervises and supports faculty through coaching, professional development, and performance reviews.
- Implements and enforces student policies related to attendance, academic performance, and professional conduct.
- Develops and monitors academic calendars, course rotations, and student progression plans to ensure timely graduation.
- Collaborates with licensing boards, employers, and professional associations to strengthen program outcomes and graduate placement.

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.

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.

Corporate Massage Therapist Trainer

Hand and Stone October 2023 - March 2025

- Traveled the country to conduct massage therapist trainings for new spa openings.

Massage Business Development Associate

Hand and Stone - Marco Region - October 2021- March 2025

- Oversaw the massage therapist recruitment department for 11 NJ 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 grassroot recruitment efforts, etc.
- Initiated and managed 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

- 172 Students Enrolled between 2021 and 2024.

- Developed and oversaw the certified massage therapist, esthetician and cosmetology apprenticeship programs for Marco Region Enterprises.
- Sought out government grant application opportunities, wrote the applications and executed 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
- Developed 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 24 Hand and Stone franchisees in the state of Ohio, in regards to massage therapy recruitment best practices.

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 600 hour, hands on, program focused on massage theory, ethics, client assessment, kinesiology, medical pathologies, practical assessment, human anatomical structure and its physiological functioning, medical pathologies, and kinesiology.

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, Crisis Management, Data Analysis, Human Resources