

# Rebecca Smith, LMT

Street • New York, NY Zip Code  
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## Holistic Healthcare Practitioner with Proven Marketing Expertise

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Rebecca Smith is a Licensed Massage Therapist and Holistic Health Counselor who has owned a successful private practice in Manhattan for 27 years. In that time, she has developed skills in the spheres of massage, health, public speaking, business management, new product development, and marketing.

Rebecca possess a well-rounded knowledge base about issues in and related to her field that uniquely qualifies her to consult with companies regarding the positioning of spa, health, and beauty products, and those related to touch therapy or holistic health.

### Areas of Expertise

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#### Massage Therapy

Ms. Smith is an expert and pioneer in her field, having been a Massage Therapist practicing in Manhattan for 27 years. She is a graduate of the Swedish Institute of New York.

Sub-certifications in: Medical Massage for Cancer Patients (Memorial Sloan-Kettering Cancer Center); Reiki (Usui Shiki Ryoho School); Infant Massage Instruction (IAMI); Shiatsu (Center of Practical Energetics)

#### Emotional and Physical Well-being

Rebecca is a perpetual student in modalities related to the care of her clients. In addition to her extensive massage therapy training, she also holds numerous certifications, including the following:

Holistic Health Counseling (Institute for Integrative Nutrition); Interactive Guided Imagery (Academy for Guided Imagery); Gross Anatomy (Somanautics Workshops, Inc); Hypnosis for Pain and Stress Management (NYSEPH)

#### Business Management

Rebecca's longevity in running a successful massage therapy practice for 27 years is remarkable in a field where many such businesses are short-term endeavors.

Her success demonstrates an intuitive feel for products and services that will be popular, particularly considering the growth of massage therapy as a profession over the past 25 years.

#### Product Development and Marketing

Rebecca is the featured instructor in "The Healthy Massage Series" and the "Gift of Baby Massage" on video and DVD. As part of the marketing campaign for these series, she participated in a nationwide promotional tour. She has been interviewed on television, radio, and in print, and is comfortable in product development and marketing across media.

### Education

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In addition to her many professional certifications, Ms. Smith also possesses a B.A. in Women's Studies from Richmond College of the City University of New York (CUNY).

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## Related Experience

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Prior to becoming a massage therapist, Rebecca had a successful career in consumer marketing and media research. She held positions including:

- **Media research director** for a commercial jazz radio station in New York City,
- **Freelance media researcher** for ABC News, and
- **Market research assistant** to Emmanuel Demby, famous futurist and the Father of Psychographics, working on qualitative and quantitative market research studies for clients including consumer products companies, political candidates, and the then-fledgling computer industry.

Her media and market research experience as a young professional has carried into Rebecca's health and wellness career, making her a successful business owner with a savvy sense of product and services placement and marketing.

## Professional Memberships

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Ms. Smith is a member of professional associations that allow her to collaborate with colleagues and contribute to growth in her field.

- The American Massage Therapy Association
- The American Association of Drugless Practitioners
- Imagery International
- BNI (Business Networking International), Chapter XX, Position\*

\* Rebecca is an active member of this prestigious networking group. Since her election to the Membership Committee and then the XX position, the Chapter has doubled in size and passed over \$2 million in closed business.