

Megan Fritz

Objective

I am working towards continuing my career shift from a Mechanical Engineer to a professional mountain guide and running my own non-profit. My passion is creating communities and my objective is to work for an outdoor company while continuing to grow Never Stop Moving into an established outdoor non-profit serving women.

Work Experience

Never Stop Moving. A Non-Profit Organization
Founder, Executive Director, Rock Climbing Instructor

Seattle, WA
Jan 2016 - Present

I founded Never Stop Moving (NSM) with the mission “to create and foster opportunities to empower womxn through outdoor experiences, education, and community.” As the founder and executive director, I am responsible for all aspects of the company from marketing, business development, volunteer and employment training, website development, social media marketing and more. Specific accomplishments include:

- Manages 2 part-time rock climbing guides and roughly 30 volunteers, including their onboarding, training and leadership development within NSM.
- Generates business development opportunities and collaborations with other companies and nonprofits to expand NSM’s market and scope including professional climbers, climbing gyms, guiding companies, fitness companies, film makers, start-ups, outdoor gear shops, retreat companies, podcasts and more.
- Implements marketing strategies to increase awareness and growth through word-of-mouth, content marketing and search engine optimization (SEO), social media, email marketing, website content and marketing materials.
- Executed and created a business plan including market research, barriers to entry, SWOT analysis, competitive analysis, operational plan, risk management plan, marketing plan and a financial plan.
- Created and fostered a long-term relationship within the outdoor community and our members.
- Developed all NSM programs including but not limited to the 8 Training for Climbing Clubs, 8 educational outdoor rock climbing courses, a Weekday Climbing Series, NSM Membership program and more.
- Guided about 280 women on roughly 28 outdoor climbing trips a year over the past four years to climbing destinations throughout the Pacific Northwest.

Kaf Adventures
Rock Instructor

Seattle, WA
June 2019 - Present

- Teach rock climbing courses to a variety of clients at various locations throughout Washington. The climbing courses are Rock Climbing: Beginner Outdoor, Outdoor Sport Lead Climbing, Traditional Climbing Fundamentals, and Traditional Lead Climbing.

Talus Bioscience
Operations Manager

Seattle, WA
January 2021 - Present

- Responsible for the hiring and recruiting process, setting up operational business systems and protocols, developing budgets, creating and running social media accounts and executing a marketing plan, generating a business plan, etc.

Everyone for Veterans. A Non-Profit Organization
Director | Program Manager

Seattle, WA
April 2020 - January 2021

- Developed and executed the Wingman Program where volunteers are connected with low income combat veterans to provide goods and services that will increase their quality of life through the local community.
- Manages 5 internal volunteers, 2 part-time employees and 1 full-time employee.
- Collaborates with the Social Media / Marketing Intern to create the newsletter, share posts on social media platforms, create Google ads and identify areas to improve via Google analytics.
- Recruited and managed a group of volunteers to assist in the migration of the organization's CRM from Excel spreadsheets to Salesforce.

- Revitalized volunteer roles within the organization including the recruitment process, onboarding, training and operations to obtain long-lasting volunteers.

Sylvan Learning of Seattle

Center Director

Seattle, WA

September 2019 - April 2020

- Communicates with customers and directs sales throughout the customer lifecycle. Increased student enrollment from 20 to 55 students during my first quarter.
- Monitors student progress ensuring their educational needs are being met, which leads to continuous enrollment and ensures customer growth.
- Establishes and maintains collaborative relationships with teachers, educational specialists, school administrators and parent/teacher organizations.
- Selects, develops, schedules and manages staff to meet the center's needs and to control labor costs.
- Monitors and tracks the center's performance through profit and loss analysis, revenue, expenses, and fee collection. Adjusted the pricing structure to increase operational growth.
- Manages marketing and sales activities including local emails, social media accounts, flyers, brochures, pricing strategies, sales and discounts, fairs, print advertising and more.

Westside School

Field Instructor

Seattle, WA

September 2019

- Guided a group of about thirty 5th graders to Mount Rainier over the course of 4 days in collaboration with Westside School teachers and other field instructors.

Summit Everett Climbing Gym

Instructor, Coach and Fitness Coordinator

Everett, WA

October 2018 - June 2019

- Taught up to 6 students as a rock climbing instructor for the Intro to Climbing Class, Intro to Movement Class and Indoor Lead Climbing Class.
- Coached rock climbing to middle school through high school students in the Summit Everett Climbing Club. I created structured content for the club which consists of warming up, projecting and technique practice, drills and cooldown.
- Created an Applied Fitness class as the Fitness Coordinator which is held twice a week that focuses on general fitness, strength, power and power. I instructed the class utilizing the climbing wall as well as the equipment area for a structured one-hour workout.

McKinstry

Mechanical Engineer II

Seattle, WA

June 2016 - June 2018

- Designed Heating, Ventilation, and Air Conditioning (HVAC) systems in commercial buildings.
- Mentored and managed up to 3 junior engineers and interns on various design projects.
- Learned how to integrate engineering design with application and construction in the field by collaborating and communicating with the Drafters, Foremen, Contractors, and other construction personnel.
- Participated and aided in the construction of a Women in Engineering group to foster a positive and collaborative space for the women engineers to create avenues for personal growth within the field and company.

WSP | Parson's Brinckerhoff

Mechanical Engineer

Boston, MA / Seattle, WA

September 2013 - June 2016

- Designed HVAC systems in commercial buildings including the New Balance Headquarters, TD Garden Sports Arena, UCONN STEM residence hall, residential high rise and commercial high rise buildings.
- Collaborated and communicated with the design team of the following disciplines; Architectural, Plumbing, Electrical, Construction along with the sales team and owner.
- Mentored and managed interns on various design projects.

Volunteer Experience

King County Explorer Search and Rescue

Field Member

Seattle, WA

October 2017 – Present

The Mountaineers

Basic and Intermediate Alpine Course Instructor

Seattle, WA

September 2017 – Present

Education

Northeastern University

Boston, MA

Certifications/Licenses

American Mountain Guide Association (AMGA) - *Single Pitch Instructor (SPI)*
National Outdoor Leadership School (NOLS) - *Wilderness First Responder (WFR)*
National Outdoor Leadership School (NOLS) - *Risk Management Training for Administrators Course*
American Institute for Avalanche Research & Education (AIARE) - *AIARE Level 1*
The Mountaineers - *Leave No Trace (LNT) Trainer*
American Heart Association - *First Aid, CPR, AED*
WA State Food Handlers Permit
National Council of Examiners for Engineering and Surveying (NCEES) - *Engineer in Training (EIT)*