

LJUPKA LJUBIŠEVIĆ

SENIOR PERSONAL TRAINER | WOMEN'S STRENGTH & WELLNESS COACH

Novi Sad, Serbia | Open to international relocation

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PROFESSIONAL PROFILE

Senior personal trainer with more than 16 years of experience across premium fitness clubs, boutique studios and remote coaching, including more than seven years in Kuwait. Holds a bachelor's degree in Physical Education and Sport and an HFE Level 3 qualification in pre and postnatal exercise. Expertise includes women's strength training, movement quality, posture, mobility, body-composition coaching and sustainable programme progression. Experienced in one-to-one, small-group and remote coaching for beginners, lifestyle clients and strength athletes. Brings clear instruction, attentive service, culturally aware communication and a consistent approach to long-term client relationships.

EDUCATION

Bachelor of Physical Education and Sport

Faculty of Sport and Tourism TIMS | Novi Sad, Serbia | 2012

PROFESSIONAL CERTIFICATION

YMCA Awards Level 3 Award in Supporting Participation in Physical Activity: Perinatal Clients | HFE | 2026

EREPS Level 6 - Graduate Exercise Professional | European Register of Exercise Professionals | 2026

Basic Life Support (BLS/AED) Provider | European Resuscitation Council (ERC) | Aug 2026

CORE EXPERTISE

● Women's strength and resistance training	● Pre and postnatal exercise
● Client assessment and individualised programme design	● Movement quality, posture and mobility
● Body-composition coaching	● Powerlifting foundations and resistance-training technique
● One-to-one and small-group coaching	● Remote coaching, check-ins and accountability
● Premium client service, discretion and cultural awareness	● Exercise modification and progressive overload
● Schedule management and client communication	● Client retention and referral development

PROFESSIONAL EXPERIENCE

Aug 2020 - Present

Private & Remote Coach

LuKul Atelier | Remote / Novi Sad, Serbia

- Deliver individualised online and hybrid coaching for clients ranging from complete beginners to competitive strength athletes.
- Create strength, mobility and body-composition programmes supported by regular reviews, check-ins and accountability.
- Adapt plans to travel, family schedules, recovery, adherence and available equipment.
- Maintain clear communication and practical accountability while preserving professional scope and client autonomy.

Sep 2025 - Mar 2026

Personal Trainer

Infinity Fitness Academy | Novi Sad, Serbia

- Delivered premium one-to-one coaching in strength, posture, mobility, coordination and muscular endurance.
- Managed a fully booked daily schedule while maintaining consistent service quality and clear client communication.
- Adapted programmes to each client's goals, training history and sustainable progression needs.
- Maintained organised session flow and consistent coaching energy across a fully booked schedule.

Nov 2023 - Nov 2024

Personal Trainer

Rise Academy | Kuwait City, Kuwait

- Coached one-to-one and small-group clients with emphasis on posture, balance, core strength, conditioning and exercise technique.
- Designed individualised programmes, tracked completed sessions and coordinated scheduling with management.
- Maintained polished, culturally aware service for a diverse client base.
- Modified exercise selection to match ability, available floor space and day-to-day readiness.

PROFESSIONAL EXPERIENCE - CONTINUED

Jun 2015 - Jul 2020

Personal Trainer

Inspire Pure Fitness | Kuwait City, Kuwait

- Provided individualised one-to-one coaching across varied fitness levels, ages and body-composition goals.
- Built long-term client relationships through consistent coaching, exercise modification and attentive service.
- Supported clients in improving strength, movement quality, confidence and sustainable training habits.
- Managed busy appointment periods while preserving individual attention, communication and service quality.

Nov 2013 - Apr 2015

Personal Trainer

B-fit | Kuwait City, Kuwait

- Conducted fitness assessments, coached exercise technique and developed individual training plans.
- Supported improvements in posture, balance, coordination, flexibility, core strength and muscular endurance.
- Adjusted exercises according to experience level, movement quality and client readiness.

Nov 2012 - Aug 2013

Personal Trainer

Total Gym | Novi Sad, Serbia

- Instructed clients in safe equipment use, exercise technique and appropriate strength-training progression.
- Provided fitness and powerlifting programming options suited to individual experience levels.
- Helped members build confidence through clear demonstrations, safe equipment use and progressive resistance training.

Feb 2009 - Feb 2012

Personal Trainer

Miss Fit | Novi Sad, Serbia

- Conducted structured fitness assessments and developed individualised training programmes.
- Coached exercise technique and supported clients in improving posture, coordination, mobility, strength and endurance.
- Maintained a supportive training environment for women beginning or returning to structured exercise.

SELECTED PROFESSIONAL DEVELOPMENT

Dr Layne Norton seminar | Kuwait | 2016

Andrey Malanichev Powerlifting Seminar | Kuwait | 2018

Stan Efferding and Ed Coan strength seminar | Kuwait

Additional seminars in strength, posture, powerlifting and women's training | 2016-2020

COACHING APPROACH

Clear instruction and progressive resistance training adapted to the individual in front of the coach.
Supportive, professional communication that promotes consistency without creating dependency.
Careful exercise modification within professional scope, with referral for medical clearance when appropriate.
A calm, attentive service standard suited to premium clubs, private members and culturally diverse environments.

LANGUAGES & ADDITIONAL INFORMATION

Languages: Serbian (native), English (fluent)

Employment documentation and supporting certificates are available upon request.