

Erica Treais Holm

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employment

January 2023 - Present

HOT BONES Detroit - Director of Wellness

Leading a diverse team of yoga and pilates instructors and studio managers. Guiding weekly yoga classes and developing HOT BONES Signature Formats. Managing the teams teaching schedule, internal trainings, external collaborations and membership needs.

December 2018 - Present

Equinox Bloomfield Hills - Yoga Instructor & Program Lead

Guiding Vinyasa, Hatha and Restorative classes to clientele and members at Equinox. Developed educational resources for Equinox and Equinox+ digital app at a national level. Helped develop signature formats that are taught across all clubs world wide.

July 2013 - Present

ETH Movement - Self Employed Yoga Instructor & Personal Trainer

Curating in-home private sessions specific to clients needs. Privates include breath-work, yoga asana, biomechanics assessments for postural restoration, strength training and cardiovascular work. Further offerings include mentoring for RYT graduates and leading International Yoga Retreats.

September 2017 - July 2020

The Collective at True North - Yoga Instructor

Offered weekly advanced asana and monthly Bikes, Yoga, Brunch events. Offered Continuing Education to RYT graduates; studies included anatomy, prop use and sequencing courses.

October 2016 - July 2020

Citizen Yoga - Yoga Instructor & Yoga Retreat Lead

Offered a variety of formatted classes on a weekly basis along with bimonthly workshops. Helped develop signature classes and led sold out retreats in Costa Rica (2018) and Michigan (2019).

June 2013 - July 2016

CorePower Yoga - Yoga Instructor & Program Facilitator

Power Vinyasa and Yin yoga instructor. Lead Training Facilitator for Yoga Alliance Certified 200-hour Teacher Trainings and Extensions Mentorship Programs at CorePower Yoga Uptown.

education

Bachelor of Arts - Journalism

Michigan State University (2007-2011)

Study Abroad - Photo Communications

The United Kingdom, Czech Republic & France (Summer 2010)

Lululemon Ambassador, Detroit Region

Ambassadorship 2020-Present

training & certifications

NASM Certified Personal Trainer

75 hr Biomechanics Course, Pinnacle Performance

300 hr YTT, Maze Method

1-on-1 Mentorship, Maze Methods Rocky Heron

20 hr Teacher Intensive, Jason Crandell

25 hr Teacher Intensive, Matzy Ezraty of Yoga Works

30 hr Yoga Physics, Alexandria Crow

200 hr YTT, Zen Yoga Garage

150 hr Intensive Training, Core Power Yoga Chicago