

Jourdan Delacruz, OLY

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Sports Nutrition Graduate Student

Motivated student, entrepreneur, and athlete looking to obtain my masters in exercise and sports nutrition. I am dedicated to combining science, performance, and nutrition to support the unique needs of female athletes through the field of dietetics.

WORK EXPERIENCE

Herathlete • 06/2023 - Present

A nutrition service company created to provide community-led support to female athletes through evidence-based education and resources.

Founder & CEO • Full-time

- Founded and manage Herathlete, a brand dedicated to empowering female athletes by providing evidence-based educational resources and fostering a supportive community.
- Apply strong research and writing skills to develop and disseminate high-quality content that addresses the unique needs of female athletes.
- Delivered nutrition education and counseling to athletes, enhancing their performance and overall well-being, leading to a stronger brand reputation and community engagement.
- Create and curate engaging content across social media platforms, growing brand presence and fostering meaningful interactions with the community.

USA • 01/2015 - Present

Professional athlete for USA Weightlifting and Team USA • Full-time

- Achieved and sustained elite status in the International Weightlifting Federation, representing Team USA as a 2020 and 2024 Olympian.
- Collaborated with coaches, sports scientists, and nutritionists to optimize performance outcomes, ensuring alignment with team objectives and Olympic standards.
- Served as a role model and ambassador for the sport, promoting the values of discipline, resilience, and teamwork within the weightlifting community and beyond.
- Developed and executed strategic plans for competition, including goal setting, technical skill enhancement, and tactical preparation to achieve Olympic-level results

Jourdan Delacruz Weightlifting, LLC

S-Corp was created to support and sustain my career as an Olympic weightlifter, leveraging entrepreneurial skills to secure financial stability and growth.

Founder • Full-time

- Negotiated and managed brand agreements, securing partnerships with corporate sponsors, and ensuring alignment with my personal brand and athletic goals.

SKILLS

Entrepreneurial: Business Development, Content Creation, Contract Negotiation, Financial Management, Marketing & Branding, Product Development

Nutrition: Cultural Competence in Nutrition Public Speaking & Education, Dietary Planning & Analysis, Food service Management, Nutritional Assessment & Counseling, Patient Care & Collaboration, Research & Evidence-Based Practice, Time Management & Organization

Languages: English (Native), Spanish (Beginner)

EDUCATION

Bachelor's of Science in Nutrition and Dietetics

University of Northern Colorado
Greeley, CO
GPA: 4.0
05/2022 - 12/2023

Successful completion of an ASCEND approved didactic program in dietetics and awarded with an official verification statement.

Associate's of Science in General Studies

Collin College
Plano, TX
GPA: 4.0
05/2016 - 12/2019

- Organized and conducted weightlifting seminars across various gyms, sharing expertise with athletes and coaches, and promoting the sport at a grassroots level.
- Oversaw the creation and execution of marketing agreements, collaborating with brands to enhance visibility through strategic social media campaigns and public appearances.
- Developed and implemented business strategies to maximize revenue streams, including stipends, bonuses, social media collaborations, and public speaking engagements.
- Managed all aspects of contract negotiation, ensuring favorable terms that protect my interests and align with my long-term career objectives as an athlete.

CERTIFICATIONS

CPR & AED

American Red Cross

USA Weightlifting Level 1 and 2

USA Weightlifting

Center for Safe Sport Training

USA Weightlifting

VOLUNTEERING & LEADERSHIP

Sport Registered Dietitian

Volunteer

- Shadowed and supported a Sports Registered Dietitian in dietitian counseling sessions, assisted in the development and implementation of performance and nutrition goals for NFL draft prep athletes, collaborated with both athletes and coaches.
- Assisted Team USA's Sports Registered Dietitian in conducting athlete assessments, including hydration testing, ISAK body composition analysis, and DEXA scan.
- Observed the application of medical nutrition therapy and provided nutrition education to patients referred by Northside Hospital, enhancing understanding of dietetics within a clinical setting.
- Contributed to a multidisciplinary approach in sports medicine, integrating nutritional guidance with athletic performance optimization and patient care.

The University of Georgia

- Conducted an in-depth observation of foodservice operations as part of a senior project in my DPD program, gaining comprehensive insights into the workflow of a university dining facility.
- Collaborated with key personnel, including the associate director for residential dining, a registered dietitian, a food safety coordinator, and a stockroom manager, to understand the multifaceted operations of foodservice management.
- Analyzed and documented the operational flow of dining services, contributing to a detailed report that highlighted the educational value and practical applications of foodservice management in a large-scale setting.