



PROFILE

- Wellness Consultant in Hospitality & Education
- Yoga Instructor and Health Coach
- Holistic Brand Designer & Product Developer
- Alchemical Herbalist

TRAINING

1000 hr+ RYT certified Wellness Facilitator with a focus on:
Somatic Yoga Therapy // Pre-Post Natal Sacred Birth Wisdom
// Pre-Teen & Teen Wellness // Energetic Alignment

FORMAL EDUCATION

I.G.C.S.E and International Baccalaureate Graduate
AA in Fine Arts // BA in Design // MA in Brand Marketing

LANGUAGES

Fluent in Arabic, English, Italian & Spanish

ABOUT:

A **Creative Director** turned **Wellness Consultant** may not be such worlds apart after all.

Merging my experience in **brand development with yogic sciences** has allowed me to communicate abstract ideas, concepts and practices in a way that is strategic, relatable and functional.

This has allowed me to work with clients around the world from the **Hospitality, Wellness and Education sectors** on how to seamlessly merge wellness into their ethos, organizations, brands and concepts by **creating programmed curriculums, designing spaces and integrating wellbeing into daily operations.**

In the meantime, I see my one-to-one clients for private sessions that focus on specialized practices such as **Foundations of Yoga for beginners, Pre-Teen & Teen Holistic wellness, Pre/Post Natal Sacred Birth Wisdom & Energetic Alignment.**

I am deeply invested in the Educational element of wellness in terms of how to merge the ancient sciences with modern day tools to instill the fundamental practices of **Nervous System Regulation, Embodied Movement, Psycho Somatic Therapies, Alchemical Remedies and Integrated Mindfulness** into our day to day lives.

My modalities of facilitation are through private sessions, group classes, workshops, courses, retreats and collaborative programs.

In good wishes for vital health,

Farah Aljundi

WELLNESS CONSULTING

Projects & Initiatives for clients all around the world

2023

THE SANCTUARY • U.A.E • Wellness Brand Strategist and Designer

A wellness retreat brand for executives and professionals

- Overlooked creative development process from **brand conception, wellness programming to final operational guidelines.**
- Developed and designed logo, brand identity, color schemes, values, mission and language.
- Created a brand manual with relevant copywriting text and **business development & strategy**

2022

QUICKSAND • Jordan • Wellness Consultant

A multi-disciplinary fitness center with a strong local community base

- **Created a Wellness department** and designed the classes, workshops and trainings
- Managed and directed the **communication platforms, marketing strategies & department operations**
- **Recruited facilitators** and **curated monthly curriculum of wellness programs**
- Created **internal wellness strategies between staff and trainers** to promote workplace efficacy.

2022

MVMNT • Jordan • Wellness Consultant

A Boutique fitness studio for Movement, Nutrition & Mindfulness

- Developed the **brand and marketing strategy**
- Recruited facilitators and **curated the monthly program & schedule**
- Created a **business development strategy for expansion**
- Provided the investors with a **turn key operational guidebook manual**

2020

SELINA • Panama HQ • Executive Wellness Director

Boutique Travel Hotels with over 100 locations around the world

- **Created, Managed and Developed the Wellness Department**
- **Developed Wellness Guidebook Manuals** relevant to **Operations, Marketing, F&B and Design & Development Departments** for the integration of wellness into each type of location as per the guest journey
- **Collaborated with different internal departments** to ensure the full integration of wellness philosophies into the brand ethos and internal workplace
- **Curated wellness curriculums for each location** based on the desired wellness focus
- **Designed healthy menus** for each location
- **Designed and developed signature and whitelabel wellness products,** remedies and experiences

2019

BARAKA DESTINATIONS • Jordan • Wellness Curator

Experience based sustainable tourism with minimal environmental impact

- **Created wellness experiences** curated by Baraka for their partner hotels
- **Developed experience guidelines** for the specific locations in terms of concept, operations & itinerary
- **Created guidelines for recruiting facilitators and protocols of leading the experiences.**

2018

TBL TOURISM • Puerto Rico • Wellness Curator

Triple Bottom Line Hospitality Consultancy Agency

- **Set up pre-opening wellness guidelines** for spaces, clients and operations.
- **Assessed locations for potential implementation of strategies, development and experiences** in sustainability and wellness
- **Integrated wellness into TBL as an organization and brand**

ONGOING

C3 COLLECTIVES • Global • Founder

Wellness collective of facilitators that curate spaces, lifestyles and events

- Founded the company and recruited a wide database of facilitators, retailers and venues
- Designed and curated retreats in Middle East, Asia and Europe
- Created an online studio platform during Covid with wellness programs facilitated by instructors from all over the world

SPECIALIZED HOLISTIC SERVICES

Highly specialized facilitation of customized Modalities

YOGA FOUNDATIONS

Yoga Foundations is an 8 class course that equips students **new to a yoga practice with the fundamental elements of movement, breath and mindfulness.**

The course breaks down **core postures through proper alignment** alongside a strong emphasis on **breath in relation to each movement, while simultaneously integrating mindfulness practices** to provide a holistic and well rounded practice that is **safe, sustainable and scalable.**

The 8 class course concludes as a full practice sequence with the techniques, knowledge and skills needed to confidently jump into any yoga class and/or continue to practice at home.

SACRED BIRTH WISDOM

Sacred Birth Wisdom consists of **8 one-on-one sessions with expecting mothers during each trimester** to help guide them on their ultimate journey of creation.

The approach is rooted in Shamanic, Tantric and Psychosomatic studies by **acknowledging and addressing the physical, emotional and most importantly; energetic changes** that take place first within mother and then with child.

Each session addresses the unique qualities of each trimester by adapting **restorative movement, relative breathwork, energetic alignment and psychosomatic practices** customized to mother in order to connect her more intimately with her body and child.

**Each of these modalities is a result of 10+ years of research and mentorship under my teachers*

PRE TEEN & TEEN WELLNESS

Pre-Teen & Teen Wellness is a Holistic program designed for **ages 7-12 and 13-16 as a means to educate and empower students and teachers with tools of self awareness and self regulation** as an integration into daily lives as a necessity as opposed to a commodity.

The program focuses on merging ancient practices with modern science under the pillars of:

Embodied Movement, Nervous System Regulation, Psychosomatic practices and Creative Expression.

This program is offered one on one, in groups but most effectively as part of a school curriculum that educates **both students and teachers** with tools that are easily integrated in and outside the classroom.

ENERGETIC ALIGNMENT

Energetic Alignment is a profound deep dive into the understanding of our subtle energetic bodies through the study of the **ancient arts, embodied movement, psychosomatic practices and alchemical crystal elixirs.**

By approaching the chakra system from an understanding of the physiological and emotional correspondence within us, we can consciously **identify and maneuver the manifestation of our traumas, behaviours, choices and belief systems.**

This course is ideally experienced over 7 days, with each day dedicated to embodying the elements of each energy point.

**Learn more about my holistic training [HERE](#)*



FARAH ALJUNDI

1000 HR+ INTEGRATIVE
SOMATIC YOGA // SACRED
BIRTH WISDOM // PRE-TEEN
WELLNESS// WELLNESS
CONSULTANT// ALCHEMICAL
HERBALIST

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SOCIAL MEDIA

FACEBOOK: /THENESTYOGA

/LALUNAEXPERIENCES

INSTAGRAM: @FARAHALJUNDI

PRESS PIECES

[ELLE MAGAZINE](#), ITALIA

[TIMEOUT](#), ABU DHABI

[SPORT360](#) NEWSPAPER, ABU DHABI

LANGUAGES

ENGLISH, ARABIC, ITALIAN, SPANISH

EDUCATION

MASSACHUSETTS COLLEGE OF ART/ BOSTON, 2000
POLIMODA SCHOOL OF FASHION/ FLORENCE, 2002
INTERNATIONAL FASHION ACADEMY/ SHANGHAI, 2010

YOGA TRAINING & CERTIFICATION

- 200 Hr Hatha Yoga Teachers Training with Noah McKenna at the [Sukashanti Yoga School](#)
Mysore, India, November 2013
- 200 Hr Integrative Yoga Teachers Training with Amit & Lina Reina from [Kashmir Shaivism School](#) of Yoga.
Goa, India, January 2015
- 1 month training with Vinay Kumar at the [Prana Vashya Yoga School](#)
Mysore, India, December 2013
- 1 month Mysore Ashtanga practice with [Saraswathi Jois](#),
Daughter of Sri.K Patthabi Jois.
Mysore, India, January 2013
- 100 Hr Pre/Post Natal Yoga Teachers Training with Amit & Lina Reina from [Kashmir Shaivism School](#) of Yoga.
Darmasala, India, June, 2022
- 50 Hr Yin-Yoga Teachers Training with [Jade Wood](#).
Amman, Jordan, August 2016
- 50 Hr [Budokon Yoga](#) Teachers Training with Cameron and Melayne Shayne
Miami

RETREATS (hosted & facilitated)

- Conscious Movement/Aqaba, Jordan
- Somatic Experiencing/Pella, Jordan
- 7 days, 7 Chakras/Koh Phagnan, Thailand
- Energetic Alignment/ Ebbio, Tuscany

FESTIVALS:

- Sacred Ground Festival
Berlin, Germany

WORK EXPERIENCE

Wellness Consultant for [QuickSand](#)

Curating and developing the wellness department for this fitness center by recruiting instructors, creating programming, designing content and brand development

Wellness Consultant for [MVMNT Wellness Hub](#)

Curating and developing the wellness department for this fitness center by recruiting instructors, creating programming, designing content and brand development

Founder of [La Luna Experiences](#)

A unique travelling brand offering retreats, events and retail experiences that are transformative, conscious and impactful.

Founder of [The Nest](#)

Amman, Jordan

A boutique studio that offers monthly wellness educational courses and herbal alchemical remedies.

Wellness Consultant for [TBL Tourism](#)

San Juan, Puerto Rico

Developed and implemented wellness strategies into the company ethos and operations to integrate into future and existing properties.

Executive Wellness Director of [Selina Hotels](#)

Panama City, Panama

Designed, developed and implemented the wellness ethos of the Global Selina brand

Marketing Director & Full-Time Yoga Teacher at [Body Tree Studio](#)

Abu Dhabi, U.A.E

Curated and developed exclusive Group & Private Yoga Classes

Managed and designed marketing strategies, campaigns and content.