



LORETTA BATES

HAPPINESS HUSTLER

Zumba® Education Specialist · International Presenter · Founder, WELL with Loretta

Profile

I have been a Zumba® Education Specialist since 2007 and have taught, trained and presented in more than 100 countries, helping people live happier, healthier lives. Today I lead Zumba®'s on-demand instructor trainings, appear beside Zumba® creator Beto Perez in the official basic steps video, and am featured in the October 2026 ZIN volume. I also founded WELL with Loretta, a wellness business with a membership community, an app and international retreats, which I run with a small team and a set of AI assistants I designed. I help people move, feel well and belong.

100+

countries taught

2007

Zumba® Education
Specialist since

4

WELL Escapes
retreats

2

UNC degrees with
honors

EXPERIENCE

ZUMBA® EDUCATION SPECIALIST & INTERNATIONAL TRAINER

Zumba® Fitness, LLC

2007 - Present

- Lead trainer for Zumba®'s on-demand instructor trainings, licensing new instructors around the world
- Featured in the October 2026 ZIN volume, sent to every licensed Zumba® instructor worldwide
- Appears with Beto Perez in the official Zumba® basic steps video
- Teaches masterclasses for studios, gyms, conventions and festivals; trained fitness leaders in 100+ countries

FOUNDER & LEAD INSTRUCTOR NEW

WELL with Loretta · Pembroke Pines, Florida

2023 - Present

- Built WELL Collective, a membership community with a weekly Tuesday livestream class and The WELL Cup monthly challenge
- Created the WELL with Loretta app, with new Zumba® and Fitness Bellydance classes every week
- Teaches in-person and livestream Zumba® and Zumba® Gold, serving many midlife and older adults

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EDUCATION

B.A. WITH HONORS, INTERNATIONAL STUDIES

University of North Carolina at Chapel Hill

1996 - 2000

B.A. WITH HONORS, FRENCH

University of North Carolina at Chapel Hill

1996 - 2000

LANGUAGES

ENGLISH

Native

FRENCH

Fluent

Personality

Friendly and warm INFJ who understands how people think and feel. A degree in International Studies with a focus on cross-cultural studies, plus years of teaching on six continents, gives me real insight into a global audience. Loyal, hardworking, and a pursuer of excellence and attention to detail.

EXPERIENCE (CONT.)

RETREAT CREATOR & HOST **NEW**

WELL Escapes

2026 - Present

- Designed and hosted wellness retreats in France (April 8 - 12, 2026) and Puerto Aventuras, Mexico (Legacy and Signature, September 2026)
- Now hosting WELL Escape Greece: Santorini, March 10 - 14, 2027
- Leads every part of the guest experience: program, venue, travel, bookings and budget

INTERNATIONAL HEALTH & WELLNESS PRESENTER, SPEAKER & HOST

Zumba® Fitness, AFAA and Independent

2009 - Present

- Creator of Made Magnificent, talks and workshops on confidence, purpose and living well
- Presents to crowds of hundreds or thousands with warmth, energy and clear teaching
- Emcee and host of live events large and small; expert at inspiring personal growth and change

BUSINESS SYSTEMS & AI OPERATIONS **NEW**

WELL Team Command Center

2026 - Present

- Designed and directs a private operations hub with four custom AI assistants: admin and calendar, marketing and outreach, social content and video, and finance
- Automated lead follow-up, masterclass host outreach, retreat booking tracking and the monthly financial close, with every message and payment kept behind my own approval
- Leads a small team working side by side with the AI assistants

ON-AIR TALENT

Zumba® Fitness, AFAA and Independent

2010 - Present

- On-air talent for educational, fitness and training videos
- Featured in Zumba® video games, educational programs and commercial content
- At ease on set, with crews and with live audiences

CONTENT CREATOR, PHOTOGRAPHER & VIDEOGRAPHER

Independent

2011 - Present

- Creates and produces engaging content for Instagram, Facebook, YouTube and TikTok
- Brand content for Nine West, NIVEA, HOKA, Poshmark and others
- Photography and video for weddings, travel, social media and senior portraits; edits in Adobe Premiere and Lightroom
- Social media manager for clients since 2017

SKILLS

STAGE & TEACHING

- Public speaking & keynotes
- Emcee, host, on-air talent
- Instructor training & mentoring
- Dance & choreography
- Group fitness & personal training

BUSINESS

- Strategic planning
- Event & retreat planning
- Marketing & email campaigns
- Community building
- Team leadership

CONTENT & TECH

- Social media management
- Photography & video production
- Adobe Creative Suite
- Website creation & management
- AI tools & automation
- Writing

CERTIFICATIONS

ZUMBA® EDUCATION
SPECIALIST

Zumba® Fitness, licensed instructor

2007 - PresentFITNESS BELLYDANCE
INSTRUCTOR

Fitness Bellydance

2007 - PresentCERTIFIED FITNESS
INSTRUCTOR

AFAA

2007 - PresentCERTIFIED PERSONAL
TRAINER

ACE

2009 - PresentCERTIFIED NUTRITION COACH
NASM**2020 - Present**CERTIFIED WELLNESS COACH
NASM