



JOHN E. DOE, PGA

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Golf Operations Specialist Skilled Marketer to Drive New Revenues and Rounds

Motivated, personable golf professional with a successful 12-year track record of managing golf shop operations for public facilities of management companies and private ownership. Skilled communicator with a degree in marketing with vast experience in online promotion. Demonstrated history of building successful teams and delivering a high level of service. Strong financial skills in budgeting, reporting and management.

Performance Highlights

Golf Operations

- Assisted in managing all facets of \$1 million golf operations playing 100,000 annual rounds
- Handled all facets of staff management and development for more than 30 employees
- Supervised rental and maintenance of 72 golf cars
- Managed marketing program increasing play by 30% in two years

Golf Shop Management

- Assisted in golf merchandising concessions operations with annual sales of \$350,000
- Implemented new POS system increasing sales by 20%
- Planned staff meetings on a weekly basis improving customer service
- Researched and implemented state-of-the-art tee sheet and database management system

Tournament Operations

- Managed set-up and operations for more than 100 annual corporate events
- Facilitated a marketing strategy to improve tournament participation by 25%
- Organized first East Bay Junior Championship
- Implemented the use of Microsoft Excel to organize tournament operations
- Organized the Winter Junior League Series Tour for 75 high school players

Player Development

- Taught over 400 annual private lessons to players on all levels
- Coordinated a junior league program to include over 250 juniors
- Initiated "Get Golf Ready" classes in 2010 and retained 150 new players

Skills Summary

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|-----------------------|------------------------|-------------------------|
| ▪ Generating Revenues | ▪ Marketing | ▪ Leadership |
| ▪ Staff Management | ▪ Player Development | ▪ Merchandising |
| ▪ Financial Reporting | ▪ Interpersonal Skills | ▪ Tournament Management |

Professional Record

XYZ Golf Club Berkeley, CA 2008 - present
Head Golf Professional
36-hole daily fee club playing over 100,000 rounds annually and 100 corporate events each year.

ABC Golf Complex Albany, CA 2004 - 2007
Head Golf Professional
Upscale daily-fee facility with an 18-hole golf course which played 40,000 rounds annually. Voted "Best New Course" by Golf Digest in 2004.

BCD Club Albany, CA 2000 – 2003
1st Assistant Professional
City-owned 18-hole course in busy metropolitan area hosting over 50,000 rounds and 60 corporate events each year.

Professional Affiliations and Education

- PGA Member Class "A"
- PGA Player/Teacher Forums 2008 – 2013
- TPI Certified, Levels I & II
- Current on all PGA Continuing Education requirements

Formal Education

University of St. Louis – Masters in Marketing & Communication
University of California – Bachelor of Arts

Volunteerism/Community

- Board of Directors- Children's Hospital of Albany- 2009 to present
- Tournament Chair – Northern California chapter of Muscular Dystrophy Association- 2007
- Chair of Media Relations Committee - Northern California PGA – 2006 – 2009
- Little League Coach – 2005 – 2007

Technology Summary

- Microsoft Office
- Smyth Systems and Jonas Point of Sale
- Database Professional Management
- EGolf Marketing Management
- Tee sheet management
- VPI Pro for video teaching

"John is unquestionably one of the best operators I have worked with. His approach to customer service, marketing direction and building business are second to none. Outstanding team builder."

Jack Smith, General Manager XYZ Golf Club



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