
John Smith

Address Line 1
Address Line 2
Northumberland, Post Code.

T: 01434 123456. M: 07745 123456. E: johnsmith123@email.com

OPERATIONAL MANAGER (PROFESSIONAL GOLFER) (PGA Member since 1982)

◆ Sales and Marketing - Finance P&L - Trainer - General Management ◆

Over 25 year's quality experience in a variety of challenging Senior Operational, Leadership and General Management functions. Well networked within the Golfing Industry, a thorough knowledge of managing a variety of business functions, developing control systems and procedures whilst ensuring minimum risk of company investments. I am now looking for the next stage in my career and a more suitable appointment within General or Operational Management and would consider a challenging hospitality / corporate entertainment position.

AREAS OF EXPERTISE

- Operational Management
- Strategic Planning
- Marketing / Public Relations
- Event Management
- Identifying New Customers
- Sales and Marketing
- Customer Service Management
- Team Training / Leadership
- Financial Control / Budgeting / P&L
- Negotiating / Purchasing
- Change Management
- Retail Sales
- Administration
- Sales Initiatives
- Quality Assurance

PROFESSIONAL EXPERIENCE AND SIGNIFICANT ACHIEVEMENTS

DIRECTOR OF GOLF

1999 - Present

Company A

Responsible for all golf operations at this 4 star golf resort with 2 championship golf courses. Overseeing a team of 35 interdepartmental staff including sales and marketing, administration, retail, guest services and course maintenance personnel.

Operational Management

- Organised many promotional events, exhibitions and shows.
- Developed new systems and organised new departments.
- Trained managers and trainers to train.
- Contributed to strategy formulation and forward planning as a member of the management team.
- Researched and reviewed existing budgets and presented more cost effective plans for infrastructure and support expenditure.

General Management (Team, Financial, Marketing)

- Responsible for business planning, budgeting and P&L. Ensured maximum profit contribution.
 - Key player in planning the marketing strategy.
 - Developed the sales teams (technically and commercially), that enabled them to be the first to identify, meet and satisfy customer needs.
 - Evaluated training programmes for staff such as customer service and salesmanship.
 - Reduced staff turnover and increased staff retention by targeting training needs, whilst creating brand awareness and pride within the team.
 - Achieved all business goals and profits within budget for 6 years, year-on-year.
 - **Event Management:** Staged 11 high profile PGA European Tour Events as Tournament Liaison Officer. Also Steering Committee Member for the 2010 Ryder Cup Bid.
 - **Almost doubled total profits from appointment to the end of the financial year 2006.** Increasing sales growth by nearly 40% year-on-year.
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PROFESSIONAL EXPERIENCE AND ACHIEVEMENT (CONTINUED)

RETAIL MANAGER AND HEAD PROFESSIONAL

1996 - 99

Company B

- Managed, trained and developed a retail team of staff and managers.
- Increased sales turnover and profit contribution by more than 200%

HEAD PROFESSIONAL

1992 - 96

Company C

- Instrumental in establishing and developing the new golf club, including the retail outlet without any capital investment.
- Implemented golf tuition classes for all abilities.
- County Coach for junior coaching (Oxfordshire).
- Created a high profile for the club by playing in regional pro-ams and tournaments with numerous successes.

EARLY CAREER SUMMARY

Professeur de Golf

Sully-sur-Loire

1989-92

PROFESSIONAL COURSES

Various Internal courses / training includes: Salesmanship, Leading and Training for Success, Priority / Time Management, Computer Literacy. Financial Controls, Customer Care, Action Planning, Business Development Planning. Advanced Business Development. Profit Through People, General Management Principles Essential Sales Management, Improving Operational Performance, Leadership and Motivation, Campaign Management, Finance Profit. IT, Health and Safety, Fire Safety, First Aid.

PERSONAL

Pastimes: Family, Golf, Football.
Born: 1960.
Other languages: French.
Status: Married, 2 children.

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