

## CLIENT NAME

Address \* Phone Number \* Email Address \* LinkedIn Page

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### SALES / CUSTOMER RELATIONS / EVENT MANAGEMENT

Resourceful results-oriented professional with 16+ years of experience in customer service, sales, marketing, supervision, training, and event management in the sports industry. Proven track record of facilitating business growth through inspired leadership, a strong work ethic, and excellent organizational, communication, and time management skills.

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### CAREER HIGHLIGHTS & ACHIEVEMENTS

- **Comprehensive knowledge** of golf and the golf-industry with demonstrated proficiency in providing superlative customer service and greatly expanding sales reach.
  - **Coordinated** 400+ local tour events annually for the U.S. Kids Golf Foundation (USKG) in over 40 cities across the United States, Canada, and Puerto Rico.
  - **Streamlined** the USKG tournament entry process, maximizing player participation, increasing revenue, and enhancing the overall customer experience.
  - **Generated** \$45K+ in retail sales at the Pinehurst Resort shop over 5 days of the USKG World Championship.
  - **Trained and supervised** staff at USKG, LLC and delivered small group customer presentations at the PGA Merchandise Show.
  - **Provided** event coordination for the 1996 Olympics, PGA Tour events in Hilton Head, the PGA Merchandise Show, and US Kids Golf tournaments.
  - **Promoted** to Customer Service Manager at the USKG Foundation in 2010 and received *Employee of the Month Award* in 2008 and 2010 at USKG, LLC.
  - **Extensive technical/computer experience** includes: Microsoft Word and Excel, Navision (Excel-based for shipping, inventory and forecasting), Blue Golf, Sign-Up Anytime, TPP, Formstack, and social networking.
  - **Increased** revenue by 25% at Murray's Tickets & Tours by more effectively identifying new clients and enhancing the effectiveness of direct mail campaigns.
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### PROFESSIONAL EXPERIENCE

2010 - 2014

**Customer Service Manager**, U.S. Kids Golf Foundation, Norcross, GA

- Directed customer relations for entire non-profit foundation that promotes the sport of golf to children and families; successfully coordinated more than 400 local tour events each year.
- Managed tournament entries/requests for all local, regional and international events; streamlined internal processes to improve the customer experience.
- Worked in conjunction with local tour directors to maximize player participation by improving the management of waitlists; trained staff regarding customer service strategies.
- Traveled to up to five 300+ player Regional Tournaments annually; provided course and registration set-up; assisted with tournament operations and volunteer management.
- Interacted extensively with parents of junior golfers regarding local tours, Regional, State, and International Championships/Qualifiers and the US Kids/Teen Golf World Championships.

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### PROFESSIONAL EXPERIENCE (Continued)

2006 - 2010

**Customer Service Supervisor**, U.S Kids Golf LLC, Norcross, GA

- Trained and supervised 8 employees regarding golf merchandise, use of the computer system, and shipping procedures; supported activities of 12 to 14 sales representatives across the U.S.
- Managed orders for large retail customers including PGA Tour Superstore and Edwin Watts.
- Traveled to major U.S. Kids Golf tournaments; implemented sales and conducted product demonstration days; handled booth set-up/breakdown at PGA Merchandise Show in Orlando.
- Generated \$45K+ in retail sales at the Pinehurst Resort shop over 5 days of the USKG World Championship, earning employee of the month.

2004 - 2006

**Customer Service Representative**, U.S. Kids Golf LLC, Norcross, GA

- Fielded phone calls and managed orders for the industry leader in golf equipment for juniors.
- Coordinated activities with regional sales representatives and buyers at golf retail shops and green grass facilities; facilitated positive customer relations.

2002 - 2003

**Customer Service Representative**, Golf Club Exchange.com, Duluth, GA

- Served as Customer Support Specialist for golf equipment merchandise website that was purchased by e-bay; managed shipping and handled direct marketing campaigns.
- Returned an average of 150 support calls daily regarding the website and product inventory; assisted marketing team in promotional event/trade show preparation.

1998 - 2002

**Sales Representative**, Murray's Tickets & Tours, Atlanta, GA

- Identified potential clients and maintained corporate sales accounts; developed sales brochure.
- Coordinated client event packages for the Master's, World Cup, and other major sporting events.
- Obtained quotes and compiled estimates; arranged shipment of ticket/components.
- Increased revenue by 25% by more effectively identifying new clients and by streamlining the management of direct mail campaigns; assisted with marketing activities.

1997

**Intern**, Classic Sports, Hilton Head Island, SC

- Coordinated advance ticket sales and distribution for the 1997 MCI PGA Golf Tournament.
- Assisted with overall operational set-up at Harbor Town Golf Links.
- Facilitated hospitality booth set-up, signage placement, and general preparations with tournament staff; compiled sales reports and year-to-year comparisons.

1996

**Assistant Logistics Manager**, Atlanta Committee for the Olympic Games, Atlanta, GA

- Supervised a 10-member crew; allocated, inventoried, distributed, and recovered all ACOG property at the OMNI coliseum.
- Assisted with operations and management including complete event set up/breakdown of a 14-day volleyball tournament.
- Volunteered as Logistics Manager for the Paralympics.

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### EDUCATION

**A.S. Program in Sports Management** (Minor in Business), Georgia Southern University, Statesboro, GA, 2015 Anticipated Graduation

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**REFERENCES** Available upon request