

# MIA TAYLOR

Associate Director Of Golf

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## PROFESSIONAL SUMMARY

Accomplished golf operations professional with over 7 years of experience in enhancing course management, optimizing budgets, and elevating member engagement. Demonstrated success in executing strategic marketing initiatives and organizing successful tournaments. Committed to developing high-performing teams and fostering a culture of excellence in the golfing community.

## WORK EXPERIENCE

### Associate Director Of Golf

Maple Leaf Consulting

📅 May / 2020-Ongoing

📍 Toronto, ON

1. Achieved a 30% annual increase in sales for golf lessons and clinics through targeted marketing initiatives.
2. Chosen to lead sponsorship initiatives, securing key partnerships that enhanced community engagement.
3. Successfully acquired multiple grants from PGA and USGA, supporting programs aimed at increasing youth participation in golf.
4. Managed all instructional programs, ensuring high-quality training and satisfaction among participants.
5. Implemented the V-1 Teaching System, enhancing instructional quality and attracting new golfers.
6. Developed a comprehensive junior golf program that increased participation by 40%.
7. Introduced innovative marketing strategies leading to a 25% increase in membership retention.

### Director Of Golf

Cactus Creek Solutions

📅 May / 2018-May / 2020

📍 Phoenix, AZ

1. Reorganized and established golf operations budget, improving financial oversight and resource allocation.
2. Directed all facets and operations of state-owned golf courses, enhancing operational efficiency.
3. Managed daily staff operations, fostering a collaborative and high-performing team environment.
4. Provided professional golf instruction to all skill levels, enhancing member satisfaction.
5. Assisted customers with purchasing decisions ensuring customer satisfaction and return business.
6. Ensured customer satisfaction with the course through regular feedback and service improvements.

## EDUCATION

### Bachelor of Science in Business Management

University of Florida

📅 May / 2016-May / 2018

📍 Portland, OR

Focused on management principles applicable to the golf industry.

## SKILLS

Golf Program Development

Event Planning

Conflict Resolution

Operational Efficiency



## ACHIEVEMENTS

- 🌟 Developed a comprehensive junior golf program that increased participation by 40%.
- 🌟 Introduced innovative marketing strategies leading to a 25% increase in membership retention.
- 🌟 Streamlined operations to reduce costs by 15% while improving service quality.