

# Ethan Martinez

## Director Of Golf

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### PROFESSIONAL SUMMARY

Results-oriented golf operations executive with 10 years of experience in leading golf facility management, enhancing member engagement, and boosting revenue through strategic initiatives. Adept at creating memorable experiences through innovative programming and strong team leadership. Passionate about advancing the golfing community and driving operational excellence.

### WORK EXPERIENCE

Director Of Golf  
Pineapple Enterprises May / 2019-Ongoing  
Santa Monica, CA

- 1. Boosted merchandise sales by 30% through strategic promotions and member events.
- 2. Collaborated with manufacturers to reduce waste and optimize inventory management.
- 3. Expanded the Men's Tournament Club, increasing participation and revenue.
- 4. Organized successful golf association events, promoting member engagement.
- 5. Introduced new membership categories and golf tournaments, enhancing community involvement.
- 6. Networked to develop new categories, ensuring follow-up and retention.
- 7. Grew the Ladies Golf Association, fostering inclusivity and participation.

Director Of Golf  
Silver Lake Enterprises May / 2015-May / 2019  
Seattle, WA

- 1. Designed and constructed three new golf holes, improving course quality and playability.
- 2. Developed comprehensive grounds specifications, successfully managing contractors and outcomes.
- 3. Created a five-year capital improvement plan for golf and community landscaping.
- 4. Directed overall golf operations, ensuring exceptional service for members and guests.
- 5. Revamped marketing strategies, resulting in a significant increase in event attendance.

### EDUCATION

Bachelor of Science in Business Administration  
University of Florida May / 2012 - May / 2015  
Santa Monica, CA

Specialized in sports management with a focus on operations and marketing.

### SKILLS



### INTERESTS

- Home Brewing Wildlife Conservation
- Running Public Speaking

### STRENGTHS

- Willingness Wisdom
- Zeal Ingenuity

### LANGUAGES



### ACHIEVEMENTS

- Increased overall membership by 25% through targeted marketing campaigns.
- Implemented a new tournament structure that raised participation by 40%.