

ALAN SMITH

STRATEGIC MARKETER
HIGH PERFORMER
BUSINESS CONSULTANT

BUSINESS MANAGEMENT PROFESSIONAL

Dallas, TX 75248

(XXX) XXX-XXXX

XXXX@gmail.com

linkedin.com/in/XXXX

SKILLS & EXPERTISE

Business Partnership

Sales Presentations

Revenue Growth

Team Leadership

Strategic Marketing

Customer Service

Problem Solving

Team Leadership

Coaching & Mentoring

Digital Marketing

LEADERSHIP HIGHLIGHTS

- Named **"Top Salesman"** by Trackman Golf in January and February 2019.
- **Exceeded sales goals by 175%** at TrackMan Golf by focusing on building and maintaining relationships.
- **Saved Sports Clips 20% of overall payroll costs** by researching and implementing a new payroll system and processes.
- **Raised over \$1,000 and donated products for local non-profits** in annual Give Back campaigns.

PROFESSIONAL PROFILE

Experienced sales leader and manager with extensive experience implementing strategic marketing campaigns, attracting customers, and adding revenue to the bottom line. An approachable leader skilled at guiding, training, coaching and mentoring employees to reach personal and organizational goals. Builds strategic partnerships with stakeholders, clients and vendors and collaborates cross-functionally to align capabilities, and business priorities.

Performs data research, investigation, and competitive analysis to evaluate business operations and implements processes and tools to improve efficiency and drive cost savings. Supports and communicates organizational strategy by building aligning departmental and regional goals; educates the team on the mission and vision. Meets and often exceeds goals set by the organization.

PROFESSIONAL EXPERIENCE

TRACKMAN GOLF ▪ Dallas, TX ▪ 2019 to Present

Provides technology that tracks everything the golf club does before, during, and after impact; also provides a radar system that tracks full ball flight - from launch to landing and everything in between.

TRACKMAN GOLF CONSULTANT (2019 to Present)

Provide ongoing consultation on daily operations along with strategic guidance on marketing techniques and running indoor golf leagues.

- *Coach representatives on generating new clients, client engagement, client retention, and on initiating membership renewal conversations.*
- *Work with staff members on creating and developing strategies and best practices on growing their book of business and adding revenue to their bottom line.*
- *Consult on building relationships with members and other staff by creating and running weekly golf leagues.*

REGIONAL SALES REPRESENTATIVE (2018 to 2019)

Responsible for sales across AZ, UT, CO, NM, MT, WY included prospecting, account management, and training other representatives. Made up to 50 cold calls and 100 warm calls weekly. Consistently hit all goals including in-person meeting quota of 40 per month and sales quota of 50 units per year.

- *Immediately exceeded sales goals by 175% upon starting the job through focus on building and maintaining relationships and generating opportunities through cold calling and client referrals.*
- *Named "Top Salesman" by the company in January and February 2019.*

EDUCATION

SAM HOUSTON STATE UNIVERSITY

**Bachelor of Business Administration
- General Business**

Minor: PGA Golf Management

FEEDBACK

"During Alan's time with Security Service Federal Credit Union, he consistently exceeded all of his quarterly sales goals."

Alan exemplified the type of employee that is successful with the company, due to his professionalism, attention to detail, and genuine care for our members' financial needs."

ROSS K.
DIRECT SUPERVISOR

"Alan was responsible for leading our expansion of Sport Clips locations into Northern Colorado and managing the operations of the stores after opening. He worked in almost complete autonomy..."

[He is] motivated, responsible and [has] the ability to effectively communicate with all people. Alan would be an extremely valuable addition to any organization!"

BRAD A.
OWNER

SECURITY SERVICE FEDERAL CREDIT UNION ▪ Ft. Collins, CO ▪ **2017 to 2018**

\$8 billion federally insured and chartered credit union with more than 925,000 members, 70 service centers in the U.S. states of Texas, Colorado, and Utah

MEMBER RELATIONSHIP REPRESENTATIVE

Initially hired as a teller; progressed to cross selling other financial products and services in anticipation of the needs of the customer. Opened new bank accounts, answered customer inquiries, solved account issues, and built and maintained relationships with customers.

- *Received a promotion in the first six months.*
- *Consistently met organizational and branch goals for checking account production, personal loan and credit card production, and referrals to other departments for additional products and services.*
- *Engaged in continuing education regarding banking rules and regulations.*

SPORTS CLIPS ▪ Tyler, TX ▪ **2015 to 2017**

Family salon Sports Clip franchise catering to men and boys.

DIRECTOR OF OPERATIONS

Hired to manage the first store in Colorado and then managed the opening of two additional franchises that opened later. Worked directly with contractors and vendors ensuring successful openings of multiple franchise locations in Texas and Colorado. Handled marketing events; stores averaged approximately \$10K in monthly revenue. Managed stores successfully and sold for a profit.

- *Oversaw the construction projects of two stores from the ground up, worked with contractors, hired staff, and managed daily operations.*
- *Actively managed 40-50 employees with effective communication and leadership skills in the execution of day-to-day business operations.*
- *Developed and implemented a payroll and insurance plan that saved the company 20% of overall payroll costs, increasing revenue while improving employee benefits.*
- *Raised over \$1,000 for local non-profits in annual Give Back campaigns. Donated canned foods, dog shampoo and much needed products to the Humane Society, Food Bank, and Boys & Girls Clubs.*

TPC CRAIG RANCH ▪ Dallas, TX ▪ **2014 to 2015**

A private golf club located within the community of Craig Ranch in McKinney, TX.

ASSISTANT GOLF PROFESSIONAL

Managed the daily operations of the golf side of the facility, ran and ensured successful merchandising, sales, tournament organization, teaching lessons, and scheduled outside operations staff. Built relationships with members, ensuring they were getting the most value from their memberships.

- *Managed a staff of 15 direct reports.*
- *Conducted up to five lessons per week, held 30 tournaments annually, and conducted at least one event each week.*