

## GENERAL MANAGER

### Summary

High-energy Manager successful in building and motivating dynamic teams. Cultivates a company culture in which staff members feel comfortable voicing questions and concerns, as well as contributing new ideas that drive company growth. Driven to cut company costs and boost company revenue through innovative management techniques. Organized and diligent, with excellent written, oral and interpersonal communication skills.

### Highlights

Microsoft Suite

### Experience

General Manager May 2017 to Current

Company Name - City , State

- Develop a comprehensive standard facility operations manual, including written policies and procedures for all facility services.
- Develop a monthly and yearly management report outlining key facility statistics and a summary of daily operations. Also report any current or future concerns to the client.
- Submit all paperwork and financial reporting, including payroll.
- Maintain a monthly inventory of supplies, equipment, and or products.
- Write articles or press releases for the facility.
- Recruit the key personnel for Spa, Food and Beverage, Fitness, Sales, Maintenance, Aquatics, and Operations, where applicable. Ensures the staff is fully knowledgeable on the use and benefits of services, products, programs, and activities by conducting regularly scheduled staff meetings and training workshops.
- Conduct on-going training/educational programs for department. Holds team meetings on a regular schedule.
- Assess all employees' progress continually; coach employees with positive reinforcement, and disciplines, when necessary, fairly and consistently; participate in annual performance evaluations, and, when necessary, assists in the termination process.
- Direct and oversee all facility operations to ensure achievement of sales and retention goals, business objectives and facility profitability.
- Attend all management functions and meetings associated with client.
- Develop annual strategic plan highlighting targeted operational, marketing, programming, customer service and financial objectives.
- Recommend and develop marketing strategies to include planning/coordinating promotions, facility activities and effective advertising.
- Develop and implement systematic membership programs that target new members, general memberships, and infrequent users.

Regional General Manager and National Sales Manager Jan 2017 to Apr 2017

Company Name - City , State

- Direct and coordinate the daily operations over two clubs. Primarily responsible for driving sales, service, and operational and financial performance of the clubs.
- Serve as the leader in driving sales culture, processes, and performance throughout the company.
- Train and develop a sales team to consistently achieve and exceed budgeted membership sales goals.
- Drive financial results through strategic planning, optimizing associate performance, managing expenses, increasing revenue, streamlining processes, and establishing standards to increase operational excellence and improved member satisfaction.
- Review and analyze relevant data to make sound business decisions.
- Ensure operations are executed according to company values and objectives.
- Work with VP of Operations and Central Services to prepare annual budgets, regular variance statements, and annual audits.

General Manager May 2014 to Dec 2016

Company Name - City , State

- Performed the roles of General, Sales, and Operations Managers.
- Managed 70 total health club employees, including a sales team of four and an operations team of 15.
- Hired, trained, and coached the sales team, including creating and implementing sales team training and development programs.
- Lead sales calls with team members to establish sales and customer retention goals.
- Built relationships with new and existing members. Resolved club member concerns.
- Managed maintenance staff, including creating staff schedules.
- Ordered supplies for maintenance staff and member amenities.
- Reduced annual spending on payroll and supplies.
- Created a culture of accountability and trust.

Fitness Service Director Jan 2014 to May 2014

Company Name - City , State

- Price presented new members regarding personal training packages.
- Paired new clients with personal trainers.
- Consistently exceeded monthly goals.

Insurance Agent Jun 2013 to Dec 2013

Company Name - City , State

- Provided service to clients' changing insurance needs by selling health, dental, accident, travel, and limited indemnity insurance.
- Discussed insurance plans with 75 new and existing clients weekly.
- Developed a base for long-term sources of clients by using referrals, occupational, and special-interest groups to compile lists of prospects.
- Exceeded sales goals each month, frequently closing out the month as top salesman.

Sales Director Sep 2009 to Oct 2012

Company Name - City , State

- Responsible for setting and meeting quotas per to the Sales Manager Salary, Commission, and Quota Agreement.
- Compile, publish, and maintain sales records, including incoming and outgoing calls, number of tours, referrals, referral attempts, commissions, payroll, closing percentages, and bonus records.
- Ensure sales department meets monthly sales goals.
- Train, coach, and manage membership staff, including following proper Fitness Formula procedures for hiring, disciplining, and firing.
- Hold weekly one-on-one meetings with each member of the sales team in order to offer guidance and track progress, as well as chair weekly sales team meetings.
- Set and carry out standards of communication between sales staff and other club areas.
- Build and maintain strong trusting relationships with new and existing members in efforts to generate additional leads.
- Serve as an integral member of idea-generating sessions with the goal of developing innovative strategies to reach potential new members.
- Awarded Top Sales Director in 2009, 2010, and 2011.

Sales Associate Apr 2006 to Aug 2009

Company Name - City , State

- Responsible for reaching monthly sales goals set forth by the Sales Director.
- Duties included: touring and pricing potential new members, as well as performing weekly follow-up phone calls and emails.
- Required strong organizational skills as I was often managing hundreds of leads at any given time.
- Awarded Top sales Manager in 2006, 2007, and 2008.

Customer Service Manager Mar 2005 to Mar 2006

Company Name - City , State

- Responsible for managing the Customer Service and Operations Staff.

- Duties included: hiring, training, and terminating employees, as well as carrying out disciplinary action.
- Responsible for member support and satisfaction, as well as member retention.
- Duties included: organizing and executing member activities, in addition to handling member complaints.

General Manager Jul 1998 to Dec 2004

Company Name - City , State

- Maintained the Power Shack Fitness Facilities.
- Managed Department Managers.
- Created annual budgets and ensured the company's financial success.
- In the company's 20-year history, Power Shack Fitness achieved its best years financially in 2002, 2003, and 2004.

#### Education

Bachelor of Science , Sports and Leisure Studies The Ohio State University

#### Skills

- Outstanding Leadership
- Problem Solving
- Motivation
- Dependable
- Interpersonal Skills
- Communication