

Toby J Carroll

Former Founding Director & Musician

Location: **Gold Coast, Australia**

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Professional Profile

A start-up specialist, creating and running a successful music school that focused on student's musical trajectory, with exceptional customer experience. Our primary marketing strategy was through word-of-mouth. Therefore, our customer experience could not simply be 'good,' it had to be exceptional.

After teaching and building curriculums for the first 5 years, I stepped back from the day-to-day running of the company to concentrate my time of business growth. In order to do so I had designed, tried, and tested systems to continue the smooth and systemised ease of processes, a strong culture in team knowing they had the skills and knowledge to make decisions on their own, and the respect and confidence of our clients to continue the relationship with the company.

Travelling around the world regularly as a musical performer, being able to run the business as well as multi-task the two careers was integral to maintaining both of my passions to perform and run a successful business.

I now look forward to applying the skills and knowledge I have into a new career path.

Core Skills

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|--------------------------|-----------------------------|-----------------------|
| • Customer Relations | • Microsoft Office Suite | • Ideation |
| • Growth and development | • Website Design | • Client Services |
| • Sales | • Website Build (Wordpress) | • Accounting |
| • Event Planning | • Social Media Management | • Start up specialist |
| • Photography | • Business strategist | • Recruitment |
| • Videography | • Creative Solutions | • Team Management |
| • Adobe Suite | | • Financial planning |
| | | • Bookkeeping |

Career Summary

Inner Rhythm Studios *Founding Director*

January 2014 – February 2022

- Designed the curriculum and business concept ready for a seamless launch in 2014
- Grew the company customer base from 0 to 324 clients
- Recruited 10 staff members through a systemised and scalable function in the backend of our website allowing for future ease when recruiting new members to join our team.
- Systemised a unique workflow using technology-based platforms such as Trello, Zapier, Integromat and Airtable
- Designed scripts and touch points for leads which lead to a 87% conversion rate per year.
- Created unique touch points along with discussion-based survey to enhance customer experience which generated a 94% increase in additional program sales

- Devised 4 strategies to highlight the success of our students/clients implementing every quarter that lead to a 96% customer retention rate per year.
- Designed a gamify-based curriculum intentionally shaping the customer experience and development through our music school
- Formulated and implemented new business strategies to further enhance the customer and team experience
- Created a playbook for the purchaser of my company to ensure she could continue to scale the company's growth with minimal effort

Chevell Photography *Wedding Photographer/Videographer* *January 2019 - Present*

- Lead Photographer
- Lead Videographer
- Sales
- Photo and Video editing and colouring
- Event planning with grooms and brides

Queenwood School for Girls *Strings Director* *January 2014 - September 2016*

- Design a program that increased student numbers from 13 to 135 students string specific students
- Create awareness for the parents on the musical development and achievements of their daughters
- Hire and manage a team of 6 to grow the overall numbers of musicians throughout the school from 82 to a total of 382 students in all music avenues

SCECGS Redlands *Music Tutor* *January 2007 – December 2013*

- Violin tutor
- Guitar tutor
- Piano tutor
- Guitar Tutor
- Starting at the school with 2 students to a total of 58 students per week

Education & Qualifications

Australian Institute of Music 2016

Bachelor of Contemporary Music majoring in Classical Performance

Australian Institute of Music 2012

Bachelor of Contemporary Music majoring in Contemporary Performance

Riverview College, Riverview 2005

Higher School Certificate

Australian Music Examination Board 2004

A.Mus.A Violin

References

Jayne Whelan

Principal
Master of Educational Leadership
Master of Human Relations and Community Education

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Chris Kitching

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