# Janyah Michener

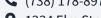
Golf Director



<u>janyah.michener@gmail.com</u>



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• 1234 Elm Street, New York, NY 10001

## **EDUCATION**

## **Bachelor of Science in Golf** Management at Auburn University, AL

Aug 2011 - May 2015

Some skills I've learned are scheduling, customer service, bookkeeping, and promoting events.

#### LINKS

linkedin.com/in/janyahmichener

#### **SKILLS**

Golf

**Golf Course Management** 

Golf Tournament Planning and Execution

**Marketing and Promotions** 

**Event Coordination** 

**Budgeting and Financial Management** 

## **LANGUAGES**

English

Urdu

## **HOBBIES**

Organizing golf tournaments Coaching golf Playing golf

#### EMPLOYMENT HISTORY

## Golf Director at Willowbrook Golf Club, AL

May 2022 - Present

- Negotiated and secured sponsorships totaling \$1.5 million over a three-year period.
- Led the planning and execution of successful golf tournaments with up to 300 participants.
- Trained and developed a team of 15 assistant golf professionals who provided high-quality service to members and guests.
- Implemented innovative marketing initiatives that increased rounds played by 5% year over year.
- Developed member programs that generated an additional \$100,000 in annual revenue.

## Assistant Golf Director at Robert Trent Jones Golf Trail, AL

Sep 2019 - Apr 2022

- Increased golf course revenue by 10% through effective marketing and management strategies.
- Led a team of 15 employees and successfully managed daily operations.
- Implemented new policies and procedures that improved customer satisfaction ratings by 20%.
- Negotiated contracts with vendors that saved the company \$5,000 per year.
- Trained and developed 3 junior staff members who were promoted to Assistant Golf Director positions within 2 years.

## Golf Operations Manager at Country Club of Mobile, AL

Aug 2015 - Jul 2019

- Negotiated a \$1.2 million contract with vendor for new golf carts.
- Led a team of 12 full-time and 40 part-time employees.
- Implemented new GPS system that increased pace of play by 15%.
- Coordinated tournaments for up to 300 players.
- Wrote proposals that secured \$250,000 in sponsorship revenue.

#### CERTIFICATES

## Certified Golf Director (CGD)

Mar 2021

## Certified Professional in Hospitality Management (CPHM)

Jan 2020

#### **MEMBERSHIPS**

## **PGA of America**

**National Golf Course Owners Association**