

JOHN SMITH

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DIRECTOR OF GOLF / HEAD PROFESSIONAL

Accomplished Golfing Professional offering a verifiable record of success in golfing instruction and the development of first-class club environments. 'A class' coach recognised for significant contributions to Germany's golfing culture and an advanced knowledge of latest instructional techniques and the traditions of the game. Trained under the masterful eye of (name removed), brings extensive competition success including over 30 Pro-Am victories and 10+ years in the Australasia and Swedish PGA tours.

"Any golf club that has the possibility of having Mr. Smith as a professional can only be congratulated on their good fortune."
Mr. B. Jones, President, Fresthausen Golf Club

VALUE OFFERED

- Instruction / Coaching
- Staff Leadership / Club Management
- Business Development
- Corporate Events
- Group Lessons / Clinics
- Professional Coaching
- Specialist Club Fitting
- Fluent in English and German

INDUSTRY CREDENTIALS

Coaching Accreditation Level II, National Professional Development Program.
P.G.A. Apprenticeship - Crown Golf Club, Sydney.

CAREER SNAPSHOT

2006 - Current	Head Professional - <i>Sydney Golf Club, Australia</i>
2003 - 2006	Head Professional - <i>City International Golf Club, Germany</i>
2000 - 2003	Head Professional - <i>Fresthausen Golf Club, Germany</i>
1998 - 1999	Director of Golf - <i>Star Golf Club, Australia</i>
1990 - 1991	Director of Golf - <i>Kiesenst Golf Club, Germany</i>
1988 - 1989	Teaching Professional - <i>Sydney Heads Golf Club, Australia</i>
1980 - 1987	PGA Apprenticeship. <i>Played in Australasia and Pacific Regions.</i>

CAREER HIGHLIGHTS

- Member - Australasia & European PGA Tours.
- Over 30 Pro-Am victories.
- PGA Apprenticeship under (Name Removed).
- Director of Golf at Star and Kiesenst Golf Clubs.
- Doubled memberships at Fresthausen Golf Club and increased memberships 6 fold for Kiesenst Golf Club.
- Assisted in the set-up of City International, Kiesenst and Fresthausen Golf Clubs.
- Significant contribution to Germany's golf culture through instruction and education.

PROFESSIONAL EXPERIENCE

Head Professional - SYDNEY GOLF CLUB, *Australia*

2006 - current

Recruited by the Club's Director with the challenge of supporting this premier Australian Golfing Club through a period of difficult infrastructure redevelopment. With extensive club leadership background delivered critical support to operations to ensure maintenance of the club's meticulous standards. Credited with growing corporate business as well as building strong member relationships that mitigated potentially negative impacts to membership numbers during construction disruptions.

- Delivered first class golfing instruction to club members receiving exceptional feedback for coaching outcomes. **Grew club memberships 20%** through referrals and word-of-mouth despite club renovation disruptions.
- Supported Pro Shop operations with customised club fittings and merchandising expertise, in line with the Sydney Golf Club's reputation as a premier fitting facility, **increasing merchandise sales 14% in 12 months.**
- As the senior professional supported troubleshooting and leadership functions and built strong relationships with the club's affluent client base, **bringing new international dimension to club culture.**

PROFESSIONAL EXPERIENCE

Head Professional - CITY INTERNATIONAL GOLF CLUB, *Germany*

2003 - 2006

Headhunted by this international club to lead its professional golfing operations. Working with the highest levels of corporate clients, commended for lifting club events to a new level through innovative contributions to strategic planning and the smooth operations of major tournaments. Led high energy golfing professional team; enhanced golf equipment sales; and lifted profile and numbers within junior and tournament programs, raising business revenues across the board.

- Enhanced the coaching skills of the Golf Pro team through ongoing mentoring and forged new club instruction environment with a reputation for being fun, professional and effective. **Doubled weekly coaching hours.**
- Personally **delivered more than 50 hours of instruction and club training weekly** and fostered highly loyal client base.
- **Tripled participation and raised outcomes** in junior competition and tournaments and reshaped culture and image of golf within the younger demographics.
- Established reputation for first-class golf days that were consistently sharp, engaging and professional ensuring strong levels of repeat and referral business with major name corporations. **Increased annual corporate revenues \$50K+.**
- Contributed innovative formats and expertise within golf tournaments, **growing attendances 20%. Secured first time media coverage for the club's events.**
- Fostered strong club culture through **contributions to members' knowledge on rules and history.** Operated as liaison for both members and corporate clients, balancing logistics and club resources in fair and commercially astute manner.

Head Professional - FRESTHAUSEN GOLF CLUB, *Germany*

2000 - 2003

Rewarding role hallmarked by significant contributions to the development and success of this fledgling golfing club. Initially commencing as teaching professional fast-tracked to Head Professional position and delivered high-level expertise to see club membership double, competition results soar and significant enhancements in course development and club culture. Oversaw 2 golf professionals and supported early stages of club development through to fully operational facility.

- **Doubled Club memberships** through active promotion of club facilities. Introduced Pro-Am Golf at the club and in the region, showcasing professional golfing standards and potential.
- Delivered technical knowledge to membership particularly developing the club's junior members as the membership of the future. **Improved competitiveness of members of all ages and levels across the board.**
- Worked closely with staff and club committee to support operational development through expertise within rules and finer points of golf game. **Commended for bringing members new levels of knowledge of the game.**

Prior to 1995 held various teaching and Director roles as well as operating as member of the European and Australasia PGA Tours. Highlights included:

- Operated as Director of Golf during development of Star's Capital Golf Course.
- As Director of Golf at Kiesenst Golf Club played integral role in foundation of Club's operations and increased membership and revenues more than 6 fold.
- As a teaching professional at Sydney Heads Golf Club was successful coach of regional pennant champions.
- Between 1980 and 1990 played in more than 90 tournaments globally and was regular cardholder of the Australasian Tour. Completed PGA apprenticeship under world-renowned professional (name removed).

EDUCATION

Sydney Boys College, 1972 – 1979 (Senior Certificate) • Red Bay State Primary School, 1964-1971

PERSONAL DETAILS

Date of Birth: 3/5/1959 • **Birthplace:** Perth, Australia • **Nationality:** Australian • **Marital Status:** Married • **Drivers Licence:** Yes

PROJECT NOTES

John was a professional golf player who was looking to make a move in his career and was interested in returning to Germany. He needed a resume that could be translated to German ready for his upcoming trip where he would be targeting positions as a 'Head Professional' or 'Director of Golf'. He also wanted a professional resume that incorporated a bit of colour to match his personality and to make an impact with the Clubs but that also suited the conservative nature of the game.

German resumes are A4 paper size and are generally briefer than other European resumes, and must be no longer than 2 pages for experienced professionals. To develop his resume I utilised the opening parts of his front page to highlight at a glance his career, accomplishments and skills. I did this through the use of an opening header and profile section, employment history overview and expertise snapshot, and a career highlights box. As German resumes are often scanned by employers, I ensured that the expertise section included the key words for his industry and that the resume was scannable.

I then followed this with a comprehensive employment history in which I worked with John to quantify and showcase the contributions he had made to the Clubs, focusing on his leadership and Club development skills. This was structured chronologically as German resumes are always expected in chronological order. German employers, like most countries are more interested in seeing accomplishments than simply duties, so we focused on the value he had offered to past employers through strong accomplishment bullets. Germans respect perfectionism so this needed to be concise and accurate.

As Germany still requires complete and detailed education details and personal details I included a brief section at the end of his resume that listed his date of birth; marital status, nationality, drivers licence and birth place. Personal interests are no longer included unless relevant to the position.

Finally I advised John to attach a photo to the top right hand corner of his resume and to sign and date his resume at the bottom right as in customary and expected in Germany.

(Spelling is English UK and the paper size was A4 but has been resized for your convenience).