

# CHARLES DILLON

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## Sports/Marketing/Sales/Management

### Summary

Broad-based responsibilities in areas including:

- Sports Operations
- Promotions
- Supervisory Management
- Greens Maintenance
- Sales and Marketing
- Golf Instruction
- Customer Service
- Retail Outfitting

### Profile

*Extensive experience in the management and selling functions associated with running sports complexes, golf resorts, and tournaments.....serve as general manager, training professional, director of sales and marketing, and operations specialist.....service oriented professional.....enjoy working with clients on all levels.....goal oriented.....consistently strive to obtain and exceed sales goals.*

### Experience

#### **Manager, Golf Driving Range**

*Above Par Golf Center*, Parlin, NJ

2 years

- Serve as Operations Manager of the entire facility.
- In charge of marketing, advertising, sales and promotions.
- Work as a teaching professional, conducting lessons and clinics for clients.
- Develop budgetary requirements and approve all improvements of the facility.
- Increased sales volume by 200% by upgrading quality of the facility and customer service.
- Hold tournaments for charity and obtain publicity in local newspapers; promote hole in one events; work with media regarding advertising campaigns and direct mail pieces.

#### **Assistant Golf Professional**

*Central Country Club*, Old Bridge, NJ

1 ½ years

- Operated the pro shop; in charge of customer service and tournament organization.
- Served as Instructor for golf clients.
- Specialized in tournament organization, instruction, and customer service.

#### **Golf Instructor**

*The Golf Management School*, Boca Raton, FL

4 years

- Worked and studied with **Bob Toski**.
- Assisted head teaching professional.
- Organized group lessons and clinics.
- Involved in club repair, inventory control, and supervision over club storage personnel.
- In charge of coordinating junior golf programs.

#### **New Jersey Sales Representative**

*Wings Golf Inc.*, Milburn, NJ

2 years

- Worked as an Outside Sales Representative for a golf club manufacturer. Increased sales by obtaining leads and gaining customers in golf clubs, sports complexes, and related industries.

### Education

AA Degree, Brookdale Community College

Major: Marketing

- Additional: Sales Representative, Real Estate Sales  
Wiechert, New Home Division, NJ

10 years