

# MARY B. GOOD

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**OBJECTIVE:** Management position incorporating customer support, training, and sales.

## SUMMARY

- Successful experience as a manager; enjoy dynamic work environment
- Outstanding communication skills, both one-to-one and before groups
- Highly effective in motivating and supervising employees
- Well organized; strong in planning and implementing programs
- Computer literate: Microsoft Office, Internet, Email, PhotoShop

## PROFESSIONAL EXPERIENCE:

### PR/Marketing/Sales

- Developed and improved marketing plan; assembled a photographic presentation of services available; changed procedure for membership sales, to include facility tour and active closing; initiated a program of follow-up calls to encourage membership
- Stimulated direct involvement in social and athletic activities by communicating the excitement and fun of the event, and by creating a non-threatening environment
- Persuaded large corporations and businesses to sponsor public events with prizes and cash contributions

### Program Development/Coordination

- Selected social and athletic activities to be offered; promoted and registered participants
- Planned, coordinated and promoted dozens of athletic tournaments: statewide charity events, celebrity events, in-house events, and professional events; increased activities by 50%

### Supervision and Training

- Recruited, trained, supervised and evaluated 15 employees, 2 assistants and an athletic director
- Authored employees' training manual, describing the facility, all operations, and detailed procedures of the athletic club
- Maximized effectiveness and morale of staff by assigning tasks related to their interests and promoting teamwork rather than competitiveness

### Management

- Oversaw all aspects of personnel and operations, including full financial accounting of \$250,000 annual revenues
- Forecasted and developed \$100,000 annual operating budget for \$5 million facility, covering salaries, monthly guest fees, rentals, locker room supplies, uniforms, locks and keys
- Cut costs by 20% through more cost-effective purchasing of supplies

## WORK HISTORY AND EDUCATION

2001-present	<b>Manager</b>	Athletic Club, Huntsville, AL
1999-2001	<b>Assistant Manager</b>	Woodlake Fitness, Huntsville, AL
1998	<b>Athletic Trainer</b>	Fitness Center, Huntsville, AL
1996-98	<b>Sales Clerk</b>	General Nutrition Center, Birmingham, AL

B.S. Management, concentration in Human Resource Management, Athens State University, Athens, Alabama, August 2005. GPA in major: 3.2/4.0 scale. Member, Student Chapter, SHRM.