

Dear Hiring Manager,

Thank you for taking the time to read my application. Having been looking for my next step within the golf industry, I was excited to see the opportunity at West Sussex Golf Club, a course and club I have always admired. The chance to be part of a club with such an outstanding reputation, fantastic golf course, and welcoming membership is incredibly exciting to me.

I believe the combination of my experience in golf operations, management, marketing, member relations, and coaching gives me a strong understanding of how to deliver an exceptional experience for members and guests. I am passionate about providing excellent customer service, building relationships, and continuing to develop as a golf coach.

I am currently in the final stages of my PGA qualification, with all exams completed and results expected this summer. Alongside this, I have also begun a strength and conditioning qualification to further develop my coaching knowledge and provide added value to members and clients.

I would love the opportunity to discuss my application further and learn more about the role. Thank you again for your time and consideration.

Kind regards,
Elodie-Jane Yates

Elodie-Jane Yates
West Sussex, UK | 07709 269007 | eyates1995@hotmail.com

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Professional Summary

Experienced golf and marketing professional with a strong background in golf operations, member engagement, and revenue growth within successful golf facilities. Currently in the final stages of completing my PGA qualification, with all exams completed and results pending, alongside a strong passion for coaching and delivering exceptional member experiences. Ambitious, personable, and driven to continue developing my coaching, retail, and leadership skills with the long-term goal of progressing into a Head Professional role.

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Professional Experience

Golf Coach - Steven Orr Golf Academy

June 2024 - Present

Outline: Started coaching through the Steven Orr Golf Academy, specifically driving ladies golf and ensuring a cohesive working strategy with the club to convert beginner range users to playing on the golf course and gaining membership. This is part time along side my role as marketing manager.

Marketing Manager – Rustington Golf Centre

January 2026 – Present

Outline: Lead the development and execution of revenue-driven marketing strategies, leveraging digital channels and CRM systems to increase customer acquisition, engagement, and retention.

- Lead the overall marketing strategy, focusing on revenue growth and brand development.
- Plan and execute integrated marketing campaigns across digital and print channels.
- Create and develop marketing assets for use across digital and print formats, ensuring brand consistency and effectiveness.
- Manage social media, email marketing, and promotional activities to drive engagement and bookings.
- Analyse booking and campaign performance data to identify opportunities and implement continuous improvements.
- Collaborate with senior leadership to align marketing with wider business objectives.
- Support the continued development of the centre as a modern golf leisure facility.

Golf Centre Manager – Rustington Golf Centre

June 2020 – December 2025

Outline: Responsible for the overall performance, efficiency, and strategic development of Rustington Golf Centre, driving revenue growth and supporting its transition into a modern golf and leisure facility.

- Drove revenue growth by developing and delivering strategic business plans.
- Managed the end-to-end development of a new kitchen and indoor games facility at the golf centre, focused on driving revenue, delivering strong ROI, and enhancing customer acquisition.
- Designed and executed a comprehensive marketing strategy, increasing customer engagement, footfall, and overall centre profitability.
- Reviewed and streamlined operational processes across the centre, improving efficiency and service delivery.
- Recruited, trained, and managed a team of staff ensuring consistently high standards of customer service.
- Collaborated with greenkeeping staff to support course maintenance and overall facility standards.
- Ensured full compliance with health & safety and environmental regulations, successfully managing inspections and audits.
- Developed, implemented, and regularly reviewed risk assessments to maintain a safe environment for staff and customers.

Digital Marketing Executive – Old Thorns Hotel

October 2019 – May 2020

- Managed email campaigns, Google Ads, Microsoft Ads, and social media content.
- Wrote content for websites, blogs, and marketing collateral.
- Built and maintained website pages on WordPress for Old Thorns and Lythe Hill Hotels.

Marketing and Sales Assistant – Rustington Golf Centre / Out of Bounds
November 2018 – October 2019

- Created digital marketing content, including email campaigns, leaflets, and promotional materials.
- Developed offers, events, and membership initiatives to increase revenue.
- Managed websites and social media accounts; led project for new RGC website design and copywriting.

Golf Operation Assistant – Fairmont St Andrews
May 2017 – August 2017

- Coordinated outdoor operations and equipment preparation to ensure customer satisfaction.
- Ran events such as Fairmont’s first Night Golf event and assisted in inside operations and retail sales.

Other Positions

- Sales Assistant – Ham Manor Golf Club (May 2012 – Sept 2014)
- Sales Assistant – Rustington Golf Centre (Oct 2015 – Dec 2017)
- Golf Operations Assistant – Golf at Goodwood (May 2015 – Aug 2015)

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Education & Qualifications

- **PGA Qualification** – Recently completed all PGA Y3 exams and awaiting results
- **Diploma in Golf Club Management**, GCMA (Oct 2020 – Oct 2023)
- **BBA in Business**, The University of The Incarnate Word, Texas, USA (Aug 2018), GPA 3.5 (2:1 equivalent)
- **Associate Degree in Business and Administration**, Murray State College, Oklahoma, USA (Aug 2014 – May 2016)
- **A-Levels**, Angmering College, Sussex, UK – PE (B), Psychology (B), Photography (B) (Sept 2012 – May 2016)

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Additional Experience & Achievements

- Played Division I golf at UIW and NJCAA at Murray State College
- Sussex County first team (2016); Golf Captain, Sussex County junior team (2013)
- Won the Sussex amateur championship on two occasions.
- Completed two marathons.
- Technical Skills: Word, PowerPoint, Adobe Photoshop, Wix, WordPress, Mailchimp, Excel, ESP, Travel Click, FuseMetrix, IntelligentGolf.

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