

Matthew Fletcher BA (Hons)

Assistant PGA Professional and Head of Custom Fitting

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Profile

Dedicated and results-driven Assistant PGA Professional, close to completing full PGA qualification. With a strong foundation in coaching and retail, I've already contributed significantly to custom fitting performance, helping generate over £1.2million in sales and elevating the RJG Titleist account to the second largest in the UK outside major online retailers. Known regionally as a go-to fitter, I'm passionate about player performance, delivering exceptional customer experiences, and driving the future of custom fitting through innovation, data-led insights, and meaningful client relationships.

Education

FdSc Professional Golf Studies

University of Birmingham
Sept 2022 until 2026

Film & Television Studies BA (Hons)

2:1 (Upper Class)
Northumbria University, UK
Sept 2014 - July 2017

Experience

Assistant PGA Professional & Head of Custom Fitting, Ross Jackson Golf Aug 2020-Present
Middlesbrough Municipal Golf Club (until April 2025) and Darlington Golf Club

- Lead custom fitting sessions across 12+ major golf brands, delivering bespoke performance setups tailored to each client.
- Generated over £1.2million in custom fit sales, becoming a central driver of the business's revenue growth.
- Elevated the RJG Titleist account to 2nd largest in the UK (outside online retailers) and 7th in Europe.
- Developed and sustained a powerful social media presence by creating daily video content over five years.
- Delivered personalised coaching sessions that improve player performance across all skill levels, blending technical expertise with clear communication.
- Cultivated long-term client relationships through emotional intelligence and tailored service, receiving positive feedback from clients and stakeholders.
- Organised fitting events across multiple sites with precision and consistency.

- Deliver excellent customer service by actively identifying opportunities to maximise client retention through policy renewals.
- Consistently praised for strong interpersonal skills, adapting tone and approach to suit different customer types effectively.
- Go above and beyond to gather accurate information, ensuring customer needs are fully understood and met.
- Use initiative to resolve issues promptly and independently, maintaining high levels of customer satisfaction.
- Consistently achieve and exceed KPIs in both sales and retention, ranking among the top-performing agents on the team.

Engagement Officer, Synexus (Firstsource Solutions)

Dec 2018 – Jul 2019

- Recruited, engaged, and retained participants for medical clinical trials, consistently exceeding targets and ranking among top performers.
- Demonstrated strong commitment to high service quality and regulatory compliance while managing complex participant queries.
- Proactively enhanced knowledge of clinical research studies, medical conditions, terminology, and medications to effectively support recruitment initiatives.
- Utilised database searches to identify eligible participants, contributing to successful trial recruitment campaigns.

Social Media Executive, TSB (Firstsource Solutions)

Mar 2018 – Dec 2018

- Managed all social media accounts for TSB, creating content and providing customer assistance during a major business migration crisis.
- Handled thousands of customer complaints and enquiries with empathy, banking knowledge, and effective problem-solving under pressure and tight deadlines.
- Assessed customer needs accurately to deliver timely and appropriate solutions, safeguarding the brand's reputation during challenging circumstances.

Skills & Expertise

- Golf Club Fitting (12+ brands)
- Golf Coaching
- TrackMan University & Edel Putter Fitting
- Social Media Video Content Creation
- Emotional Intelligence & Client Psychology
- Time Management & Organisation
- Client Relationship Building
- Sales Generation through Personalised Service

References

References are available upon request.