

Ryan Connolly

Antrim, NIR BT41 Bt414RH BT41 4RH

rconnolly57401@gmail.com

+44 7429 954966

Dedicated and enthusiastic PGA Assistant Professional with a strong passion for golf, customer service, and player development. Experienced in managing retail operations, and supporting the smooth day-to-day running of a busy golf facility. Committed to creating an exceptional experience for members and visitors while promoting participation in the game. A motivated team player with excellent communication skills, a professional approach, and a desire to contribute positively to the continued success and reputation of Holywood Golf Club

Personal Details

Driver's License: B, Cars

Eligible to work in the UK: Yes

Highest Level of Education: A-Level or equivalent

Industry: Retail

Total years of experience: 6

Work Experience

PGA/Golf Retail Assistant

Edenmore Golf and Country Club-Craigavon

February 2026 to Present

Duties

- Greet customers warmly and assist them with their golf requirements
- Assist with coaching and fitting
- Provide product information and recommend items based on customer preferences
- Operate the cash register efficiently, handling transactions accurately and courteously
- Maintain visual merchandising stands to ensure attractive product displays
- Upsell products to maximise sales opportunities while ensuring customer satisfaction
- Restock shelves and organise stock to keep the store tidy and inviting
- Answer customer enquiries via phone or in person using professional phone etiquette
- Manage time effectively to ensure all tasks are completed within scheduled shifts
- Assist in organising promotional events or seasonal displays as required
- Ensure compliance with health and safety regulations at all times

Skills

- Excellent communication skills, both verbal and written
- Strong organisational skills with the ability to multitask efficiently
- Basic maths skills for handling transactions and stock management
- Effective time management to prioritise tasks during busy periods
- Customer-focused approach with friendly phone etiquette
- Ability to upsell products tactfully without pressuring customers
- Knowledge of merchandising principles to create appealing displays

- Organisational skills to maintain a clean and well-presented store environment

Sales Assistant

McGuirks Golf-Belfast

August 2025 to Present

Results-driven golf sales specialist with advanced Titleist club-fitting credentials and a proven record of driving revenue, elevating customer experience, and growing brand presence. Skilled in delivering personalised equipment solutions through data-driven fitting sessions, in-depth product knowledge, and exceptional customer engagement. Adept at building long-term client relationships, managing retail operations, and supporting brand-level initiatives to maximize sales performance.

Key Responsibilities:

- Conduct professional Titleist-certified club fittings using advanced tools and methodologies to optimise player performance across all skill levels.
- Provide expert product recommendations for clubs, balls, and accessories based on swing analysis, launch-monitor data, and customer goals.
- Drive sales by delivering an engaging, educational retail experience and maintaining a consultative approach to customer service.
- Manage stock levels, merchandising standards, and product displays to support revenue targets and seasonal campaigns.
- Educate customers and staff on the latest Titleist technologies, fitting systems, and performance benefits.
- Build and retain a loyal customer base through personalised follow-ups, relationship management, and after-sales support.
- Analyse sales trends and fitting outcomes to identify opportunities for category growth and inventory improvement.

Key Skills & Credentials:

- Titleist Certified Fitting Professional (GT/ T-Series / Vokey / Scotty Cameron)
- Launch monitor proficiency (TrackMan, GCQuad, etc.)
- Advanced golf equipment and performance knowledge
- Strong sales, communication, and customer-service skills
- Retail operations & merchandising
- Data-driven decision making
- Relationship building & client retention

Assistant Manager

Musgrave Northern Ireland-Draperstown

September 2024 to August 2025

Store Manager

Lynch's Foodstores-Draperstown

April 2024 to September 2024

Having such a passion for food retail, working in a store environment and delivering a great service to customers.

With the 'best people' attitude which is, the ability to lead a team, great at communication and eager to drive and maintain excellent store performance and standards.

The ability to think outside the box, setting high standards and always wanting to continually improve the business are also essential 'best people' attributes.

Effectively managing all departments and colleagues within the store to ensure that exceptional standards are achieved at all times.

Embedding excellent customer service standards throughout the store.

Ability to understand and achieve targets. For example Sales, GP%, Wastage, Wage%.

Implementing and applying all aspect of HR.

Management and over seeing of stock control, people management, cost control and HACCP implementation.

Drive sales and profit and control costs and wastage.

Reporting to company Directors.

Night Shift Supervisor

Aramark-Ballymena, County Antrim

May 2023 to April 2024

Night Shift Manager

ASDA-Antrim

April 2022 to May 2023

Night Shift Section Managers are accountable for the leadership and operational standards throughout the store whilst on Night Shift. The role involves:

- Creating an easy, fast and friendly customer experience
- Coaching and mentoring section leaders and colleagues, driving high-performance work ethics and maximizing availability for customers.
- Oversee all promotional changes and allow a smooth transition for the day team
- Ensure upmost legal ompliance
- Be a custodian for 'Leading Asda' and portraying this in a good manner
- Identify opportunities and challenges within nightshift and respond in a positive manner

In order to excel in the role, I demonstrated resilience and adaptation to change, as well as having an eye for detail and ensuring the execution of tasks. A significant factor in the role was ensuring the delivery of 'operational excellence' and ensuring a neat, tidy shop for customers and colleagues come 6am.

Customer Assistant

Tesco-Antrim

November 2019 to April 2022

Within my period as a Customer Assistant roles varied throughout the store, due to a variety of departments every day was different! My biggest accomplishment during my time within the business is being a supervisor over a period of 2 months within two different departments. I feel the supervisory experience, especially at a time such as Christmas has a true reflection on my capability to handle pressure in the workplace, whether this be organising Over-Time, rotation of staff, or increasing the product range within the store to suit the needs of our customers

Supervisor/Team Leader

B & M Retail Ltd-Antrim

March 2020 to April 2021

Within this role there are a variety of duties and responsibilities which must be maintained such as meeting KPI's, I find this significant within my role due to the fact that these indicators help us understand what is and isn't working within the store, also, another key responsibility, which I find the most important, is keeping myself and my team motivated, by doing so, I know that my section will deliver to both the needs of the business and the customer, which is what makes a motivated, working team so important! Furthermore, the ability to communicate with management is also significant as the effective communication between ourselves is vital in keeping the store running daily. Finally, Cash handling and safe experience is essential within my current role, whether this be beginning if day cash outs for tills, change running or the end of day sales cash up, I find this the second most important duty within my role, with smiling the foremost important responsibility within my role, because smiling is contagious! And a happy customer is a returning customer!

Education

Professional Golf Studies (FdSc)

Professional Golfers Association-University of Birmingham

June 2026 to Present

Accepted on to the PGA Professional Golf Studies Course

Law (Bachelor's)

Liverpool John Moores University

September 2021 to April 2024

A-Level or equivalent

Slemish College-Ballymena, County Antrim

September 2018 to June 2020

GCSE

Slemish College

Skills

- Retail Management
- Sales
- Cashier
- POS
- Time Management
- Inventory
- Safe and inventory
- Cash management
- Management
- MS Office
- Cash Handling
- training
- Customer Service
- Merchandising
- Operations Management
- Organizational Skills
- Operations
- Payroll
- Driving
- Schedule Management
- Van driver