

THOMAS PALMER BSc (Hons)

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PERSONAL PROFILE

A highly driven and fully qualified PGA Professional with a strong background in coaching, retail management, and digital media within the golf industry. Proven track record of growing revenue, increasing participation, and delivering high quality coaching programmes. Currently leading media production and brand presence for the fastest online golf retailer, combining creativity with commercial awareness to drive engagement and sales.

KEY SKILLS & ATTRIBUTES

- **Leadership & Team Management:** Experienced in leading teams, managing retail operations, and building strong professional relationships.
- **Communication:** Confident communicator with strong interpersonal, coaching, and presentation skills.
- **Commercial Awareness:** Demonstrated ability to grow revenue streams and improve retail performance.
- **Adaptability & Initiative:** Thrives under pressure, embraces new challenges, and consistently delivers results.
- **Digital & IT Skills:** Proficient in Microsoft Office and media/content editing software.

PROFESSIONAL EXPERIENCE

Head of Media Production - Golfstar Competitions & Golfstar Direct | 2024 – Present

- Lead content creation and act as the public face of two rapidly growing golf brands.
- Produce high-quality marketing content used in large-scale advertising campaigns.
- Contribute to brand growth through engaging digital media and audience focused strategies.

Head PGA Professional - Great Barr Golf Club | 2022 – 2024

- Managed all retail operations including stock purchasing and merchandising.
- Increased society revenue from £18,000 to £54,000 through strategic improvements.

- Led refurbishment of the professional shop, significantly enhancing customer experience.
- Played a key role in growing women's and junior participation and promoting inclusivity in golf.

Academy Manager & Assistant PGA Professional - Great Barr Golf Club | 2016 – 2022

- Delivered coaching programmes for junior golfers of all abilities
- Increased junior membership from 7 kids to 64 kids driving long term club growth.
- Managed academy operations and contributed to overall club development.

Assistant Golf Professional - Drayton Park Golf Club | 2014 – 2016

- Provided coaching and customer service support.
- Increased junior participation by 200% through structured coaching programmes.

EDUCATION & QUALIFICATIONS

PGA Professional Qualification - 2015 – 2018

PGA Belfry, Sutton Coldfield (in association with University of Birmingham)

- Modules included Coaching, Sports Psychology, Nutrition, Commercial Studies, and Club Fitting.

BSc (Hons) Sport, Physical Education & Coaching Science (2:1) - University of Birmingham | 2010 – 2013

- Focus on sport development, coaching, and applied sport science.
- Developed skills in programme delivery, presentations, and research-based analysis.

Additional Qualifications

- Preparing to Teach in the Lifelong Learning Sector (PTTLS)
- ASA Level 2 Swimming Teaching Qualification
- FA Level 1 Football Coaching
- Disabled Football Coaching Certification

BTEC National Diploma in Sport (Level 3) - Birmingham City FC Academy | 2008 – 2010

- Achieved 3 Distinctions

- Awarded Student of the Year (2010)

GCSEs & BTECs - The Streetly School Sports Academy | 2003 – 2008

- 15 qualifications including Mathematics, English, and A Physical Education*

ADDITIONAL EXPERIENCE

Volunteer Coach - Birmingham City Football Club | 2010 – 2014

- Delivered coaching sessions and supported youth development programmes.
- Assisted with match analysis, sports science, and nutrition education.

Front of House Team Leader - TGI Fridays, Sutton Coldfield | 2009 – 2015

- Progressed from waiter to front-of-house leadership role.
- Developed strong customer service, leadership, and team management skills.
- Recognised with multiple awards for outstanding service.

INTERESTS

Professional golf, coaching development, digital media production, and growing participation in sport.

REFERENCES

Available on request.