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Objective

To secure a promising position that leverages my extensive coaching experience, strategic vision, and leadership skills. Aiming for both a professional challenge and growth opportunities.

Key Skills

Effective organizational, administrative, and public relations skills: demonstrated experience working effectively in diverse environments. Proficient with computer software applications (Microsoft Office and equivalent).

An experienced, multilingual, and result orientated professional with a proven track record in golf coaching, operations management, business development, and strategic leadership.

Experience

Golf Saudi (Riyadh, Saudi Arabia)

PGA Golf Professional

May 2024 - Present

- **Technical Expertise and Technology Integration:** Leveraged advanced video analysis technology (Trackman, Foresight, Swing Catalyst, Sportsbox, Toptracer, SAM Puttlab and Puttview) and biomechanical principles to provide data-driven instruction, resulting in accelerated skill acquisition and technical improvements for players.
- **Operational Excellence and Player Retention:** Utilized player retention strategies through personalized coaching roadmaps and ongoing progress assessments, which increased client loyalty and long-term engagement.
- **Strategic Initiatives (Go Golf Program):** Played a key role in national "Go Golf" initiatives by delivering introductory golf programs aimed at increasing participation rates across diverse demographics within the Kingdom.
- **Top Performing Coach:** Achieved the highest number of client lessons within the coaching team during the time employed, building a premier reputation for delivering transformative results that directly contributed to enhanced facility standing and community engagement.

Ayla Golf Club (Aqaba, Jordan)

Deputy Club Manager / PGA Golf Professional

Apr 2022 – Apr 2024

Senior Golf Operations Supervisor / PGA Golf Professional

July 2020 – Mar 2022

Golf Operations Supervisor / Assistant PGA Golf Professional

Oct 2017 – June 2020

Golf Operations Supervisor

Sep 2016 – Sep 2017

- **Strategic Leadership:** Orchestrated day-to-day operations, implementing strategic initiatives that drove consistent growth.
- **Team Development:** Led recruitment, training, and supervision of golf operations staff, fostering a culture of excellence.
- **Lesson Delivery:** Delivered holistic instruction that blended technical work with course management strategy, mental game coaching, and short game expertise. Coached players to successful outcomes, including tournaments, college scholarships, and WAGR points.
- **Standardization and Training:** Developed and updated Standard Operating Procedures (SOPs), ensuring staff adherence through comprehensive training programs.
- **Resource Management:** Oversaw the golf cart fleet, implementing efficient maintenance and recordkeeping protocols.
- **Financial Acumen:** Collaborated with Finance and Procurement teams to establish accurate recordkeeping policies, contributing to financial transparency.
- **Innovative Programs:** Initiated successful weekly junior golf programs and seasonal camps, significantly boosting community engagement and revenue.
- **Event Management:** Executed flawlessly on weekly, monthly, and major golf events, ensuring seamless coordination across all facets.
- **League Establishment:** Pioneered the Jordan Junior Golf League, transforming it into a recognized WAGR event.

Formosa Chinese Restaurant (Aqaba, Jordan)

Bar Manager / Bartender

Oct 2015 – Sep 2016

- **Strategic Planning and Pre-opening:** Spearheaded pre-opening planning and strategy design, ensuring a seamless launch of Formosa Chinese Restaurant.
- **Renovation and Opening:** Oversaw the entire bar renovation process, from conceptualization to execution, resulting in an aesthetically pleasing and functional space.
- **Menu Innovation:** Created a dynamic and profitable bar menu, aligning offerings with market trends and customer preferences.
- **Operational Excellence:** Managed day-to-day operations with a focus on efficiency, quality service, and customer satisfaction.
- **Team Leadership:** Led and motivated the bar staff, instilling a customer-centric service culture.
- **Supplier Negotiation:** Established strong relationships with suppliers, negotiating favorable terms, and ensuring the availability of quality products.
- **Customer Engagement:** Implemented customer engagement initiatives, contributing to increased customer loyalty and positive reviews.

Jordan Tape Factory (Amman, Jordan)

General Manager / Owner.

Jun 2009 – Nov 2014

Operations Manager.

Feb 2007 – Jun 2009

Machine Operator.

Dec 2005 – Feb 2007

- **Strategic Business Development:** Spearheaded the transition from Operations Manager to General Manager and eventual ownership, demonstrating strategic business acumen.
- **Operational Optimization:** Instituted operational improvements that led to increased efficiency and cost savings.
- **Quality Control:** Implemented rigorous quality control measures, ensuring the production of high- quality tape products.
- **Financial Management:** Oversaw financial aspects, including budgeting, forecasting, and expense management, resulting in sustained profitability.
- **Human Resource Development:** Successfully recruited, trained, and managed a diverse team, fostering a positive and collaborative work environment.
- **Market Expansion:** Led efforts to explore new markets and business opportunities, contributing to the expansion of the company's reach.
- **Regulatory Compliance:** Ensured compliance with industry regulations and standards, maintaining a strong reputation for product quality and integrity.

Part-time Jobs

Tournament Coordinator / PGA Golf Professional (Jordan Golf Federation) 2017-2023

- Assist the Jordan Golf Federation with all matters related to tournament planning and set up.
- Held annual Jordan Open at Ayla Golf Club (2016 – 2023)
- Helped establish the Jordan Junior Golf League which is now a WAGR event.
- Held coaching sessions for national team members (Juniors and Adults).

PGA Golf Professional (Birdie Golf, Indoor Simulator) 2022

- Conducted monthly visits for golf lessons with Birdie Golf clients.

Assist with planning, business development, and growing Golf.

Regional Sales Representative (World Axis Trading CO. / Aqaba, Jordan.) Jan 2016 – Aug 2016

- Sales representative for luxury light fixtures, focused on high end customers and luxury resort sales.

Taiwan International Golf Academy (Taipei, Taiwan)

Assistant Golf Coach

Jan 2015 – Sep 2015

- Assist head coach with daily tasks and group lessons.
- Lesson preparation and set up.
- Provided lessons and document translation.

Gymnastics Coach/Instructor

2003 -2009

Assisted the Jordan Gymnastics Federation in coaching and developing young gymnasts.

Education & Certificates

1992 – 2005	Amman National School	Amman, Jordan
	<ul style="list-style-type: none">- Elementary and high school SAT program	
2005 – 2010	The University of Jordan	Amman, Jordan
	<ul style="list-style-type: none">- Bachelor's degree in Business Administration	
2017 – 2020	University of Birmingham	United Kingdom
	<ul style="list-style-type: none">- (FDSC) Foundation Degree in Golf Management Studies, Professional Golfers Association.	
2020	Fully Qualified Member of the PGA	United Kingdom
2023	Titleist Performance Institute (TPI) <ul style="list-style-type: none">- TPI level 1	Online
2024	Trackman University	Online
2025	Foresight Sports <ul style="list-style-type: none">- Peak Level 1	Online
2025	Sportsbox <ul style="list-style-type: none">- Level 1	Online
2025	Swing Catalyst <ul style="list-style-type: none">- Introduction to Biomechanics- Introduction to Video Analysis	Online

Languages: Arabic - Mother tongue.

English – Full professional proficiency.

Mandarin Chinese - Intermediate speaking and listening.

Athletic & Other Achievements

Jordan Gymnastics Federation player (1994 -2002)

- Represented Jordan nationally and internationally in many tournaments that were held in the Middle East Region, Tunisia, Egypt, China, Turkey and most noticeably Russia (Mockba 1998 Olympic Youth Games)

Jordan Golf Federation player (2003 – 2019)

- Represented Jordan in tournaments around the Middle East Region.

First Jordanian golfer to turn professional (2017)

First Jordanian to fully qualify as a PGA Professional (2020)

References

Available upon request.

