

Molly Stoops

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Administrative Manager/Executive Assistant

Accomplished administrative professional with executive experience in managing administrative operations and delivering comprehensive executive-level support in complex and cross-functional organizational settings. Exceptional history of delivering top-notch administrative support to boost operational efficiency and productivity. Possess strong management capacity while leading and guiding people to achieve organizational objectives. Instrumental in streamlining workflow by coordinating schedules, managing office/appointment calendars, and maintaining records. Proven capacity to manage all corporate correspondence and resolve issues in initial stages. Demonstrated success delivering all-inclusive business development vision, leadership, and management for high-growth firms. Adept at creating databases, formulating balance sheets, and conducting research. Thrive in challenging environments and adapt to ever-changing demands.

- Administrative Management
- Process Improvement
- Budgeting & Forecasting
- Teen programming
- Team Building & Leadership
- Campaign Management
- Event planning
- Relationship Building
- Marketing & Business Initiatives
- Childcare management
- Project Management
- Staff management

Career Experience

Personal Assistant/ Production Assistant, Creative Illusions Productions, Lilburn, GA

1999-2004

- Managed daily calendar for owners
- Booked travel arrangements and itineraries for staff and clients
- Processed payroll for staff
- Assisted with talent booking for production shoots
- Ordered craft services for production team
- Managed vendors for office and for production jobs
- Organized office setting for optimal performance
- Answered phone calls and email correspondence
- Ran errands requested by Management
- Conducted or prepared any research that the reporting manager required
- Planned and executed yearly events per Owner's request
- Maintaining databases and filing systems
- Managed technical and administrative tasks

Regional Operations Director, Gold's Gym, Lawrenceville, GA

1997 to 2020

Provide effective customer service and support for over 23,000 members and multiple guests to improve customer satisfaction and retention rates. Deliver proactive support in developing and deploying three 35,000 sqft fitness centers to streamline overall operations. Develop high performing teams by recruiting and retaining individuals for managerial and supporting Staff. Manage monthly department budget goals with keen focus on cost control and reduction. Train

associates and coach management to ensure continuous performance improvement, while delivering feedback and recognition and deploying action plans. Manage group fitness schedule and social media schedule to confirm effective task prioritization. Gain in-depth knowledge of all upcoming events, promotions, and pertinent information by establishing and presenting staff newsletters for employees.

- Managed 45 employees monthly schedules to ensure optimum coverage and support
- Optimized employee satisfaction rates by developing and processing \$3.6M in annual payroll for 300 employees.
- Enhanced two highest grossing club membership drafts by 40% to \$2.7M by devising/deploying strategic plans.
- Confirmed account development by establishing new corporate accounts and improving member experience.
- Achieved \$400K of annual sales goal by administering and maintaining ordering of clothing, accessories, supplements, and smoothies.
- Bolstered service and profitability to ownership by creating and promoting innovative ideas. Confirmed compliance with Standard Operating Procedures by administering processes.
- Ensured accuracy in operations by auditing daily check-in alert reports and child care enrollment forms, while supporting the operations manager.
- Improved software efficiency by coordinating with ABC Financial.
- Managed childcare operations with daily schedules of activities and provided an engaging environment.
- Guaranteed staff participation by planning member appreciation events and group fitness launches.
- Streamlined overall operations by providing customer survey feedback and resolving member complaints by assigning members to proper management for further service.
- Facilitated informed decision-making by performing month-end meetings with management staff to evaluate monthly sales reports and events as well as ensure cleanliness, safety, and organization of facilities.

Regional Membership Experience Director, YMCA, Marietta and Canton, GA

2020 to 2022

- Work effectively with leadership at both branches to ensure maximized member acquisition, retention, and engagement.
- Recruited, hired, trained, developed, scheduled, supervised, and evaluated the member experience department and employees and volunteers for both branches.
- Developed strategies to motivate staff and achieve goals.
- Developed and implemented a member engagement plan that includes all departments within the YMCA branches to include an unforgettable member experience.
- Fostered a climate of innovation.
- Developed teen time basketball program
- Promoted monthly activities for family engagement
- Served as a staff leader to the annual fundraising campaign "Why It Matters" and served in a leadership role in special events.
- Coordinated marketing efforts to maximize enrollments and provided ongoing support to the Executive Directors and Department Directors on related issues.

- Collaborated with the association's key departments to lead, coordinate and support implementation of key initiatives related to marketing, social media and communications, human resources and financial development.
- Modeled relationship-building skills in all interactions. Developed and maintained collaborative relationships with community organizations. Maintains regular, clear, and concise communication within area of responsibility.
- Monitored program budgets to meet fiscal objectives; compiling program statistics to monitor and evaluate the effectiveness of and participation in programs; securing and scheduling the needed facilities; and creating and scheduling the classes, activities or events.
- Provided a leadership role to 30 employees in ensuring member/staff adherence to the safety protocols, with a commitment to positive member and staff safety.

Additional Experience

Event Coordinator- Eaglefest- Mt. Paran Christian School PTO, Kennesaw, GA

Operations Manager- Gold's Gym, Snellville, GA

Front Desk Clerk- Gold's Gym, Lilburn, GA

Coach- Berkmar High School Highsteppers Dance Team, Lilburn, GA

Education & Credentials

Bachelor of Arts: Film and Video, Exercise Science

Georgia State University, Atlanta, GA

GPA: 3.75, Graduated Cum Laude/Dean's List/Golden Key International Honor Society

Certifications

NCCPT Personal Training | MOSSA Group Fitness | ServeSafe Food Service

YMCA Cyber Security Training

YPN Prime Membership

Professional Development Workshop

Introduction to Fiscal Management

Living Our Cause for Frontline Leaders

Dimensions of Diversity - Virtual

The Y's Way to Service & Engagement