

Allison Grace Landress

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EDUCATION

University of Georgia

Bachelor of Arts, Public Relations

Minor in Criminal Justice

LinkedIn Learning Certificates in InDesign and Photoshop

Athens, GA

December 2024

GPA: 3.30/4.00

RELEVANT COURSEWORK

Public Relations Communication, Graphic Communication, Principles of Advertising, Principles of Marketing

RELEVANT EXPERIENCE

TPC Sugarloaf/PGA Tour

Merchandiser

Duluth, GA

December 2020- August 2022

- Utilizing my effective communication and relationship-building skills, I cultivated strong connections with club members, tour players, and account executives for major brands such as Titleist, Peter Millar, Foot Joy, Lululemon, etc., in order to create a personalized experience for each member. This included coordinating seasonal buy meetings with brand representatives to customize exclusive offerings based on the specific needs of our members and guest.
- I assumed complete responsibility for the merchandise tent at one of the PGA Tour's premier events, the Mitsubishi Electric Classic. Anticipating trends a year in advance, I oversaw all aspects of merchandise procurement, tent organization, and sales operations. Achieving unprecedented success, I shattered previous records by generating sales exceeding \$45,000 within a three-day period.
- On a daily basis, I managed the inventory of the golf shop, ensuring accuracy in both spreadsheets and POS systems. Additionally, I curated captivating displays and was responsible for the sales success of TPC Sugarloaf's golf merchandise.

ADDITIONAL EXPERIENCE

Athens Country Club

Golf Shop Coordinator

Athens, GA

January 2023- Present

- I serve as a key point of contact for members and guests, providing assistance, information, and guidance on golf merchandise, services, and facilities.
- I am responsible for the day-to-day operations of the golf shop, ensuring exceptional customer service, efficient sales transactions and perfect coordination of events.

SKILLS

Technology: POS Systems, Microsoft Knowledge, Adobe Training, Canva Experience, Website Building, Social Media Experience.

Customer Service: Relationship Building, Proactive Mindset, Team Focused, Individual Accountability, Outgoing, Strong Communication, Teamwork

Sales: Sales Techniques, Negotiation Skills, Product Knowledge, Presentation Skills, Closing Ability, Goal Driven

HONORS AND AWARDS

Presidential Service Awards (Bronze, Silver and Gold), 250 Hours of Community Service

2016

DECA Independent Business Plan Competition, State of Georgia Winner and Top 20 International Winner

2017