

# FLETCHER COAXUM

Sports Director

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1234 Magnolia Lane, Baton Rouge, LA  
70808



## PROFILE

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A seasoned Sports Director with 5 years of experience in managing and overseeing diverse sports programs and events. Proficient in strategic planning, budgeting, and team management, while fostering a positive and motivational environment for athletes and staff. Committed to strengthening community relationships, driving program growth, and ensuring the highest standards of sportsmanship and performance.

## LINKS

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[linkedin.com/in/fletchercoaxum](https://www.linkedin.com/in/fletchercoaxum)

## SKILLS

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Budgeting

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Negotiation

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Team-building

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Scheduling

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Talent-scouting

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Marketing

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Conflict-resolution

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## LANGUAGES

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English

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Spanish

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## HOBBIES

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Cycling

## EMPLOYMENT HISTORY

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### ● Sports Director at Academy Sports + Outdoors, LA

May 2023 - Present

- Successfully increased annual sales revenue by 15% in the sports department, resulting in over \$1.5 million additional income for Academy Sports + Outdoors in the LA region.
- Implemented a comprehensive employee training program, which led to a 20% improvement in customer service ratings and contributed to a 10% increase in customer retention rates.
- Developed and executed marketing campaigns for seasonal promotions that boosted store foot traffic by 25% during peak seasons, leading to a significant growth in overall sales and brand visibility.

### ● Assistant Sports Director at Hibbett Sports, LA

Sep 2018 - Mar 2023

- Increased sales revenue by 25% in the first year by implementing targeted marketing strategies and improving customer engagement, resulting in a significant boost in store performance.
- Successfully managed a team of 10 employees, achieving a 95% retention rate and increasing overall productivity by 30% through effective training and motivation techniques.
- Coordinated and executed multiple successful in-store events and promotions, attracting over 500 new customers and generating a 15% increase in foot traffic.
- Streamlined inventory management processes, reducing excess stock by 20% and increasing stock turnover by 10%, leading to more efficient use of store space and better customer satisfaction.

## EDUCATION

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### Bachelor of Science in Sports Management at Louisiana State University, Baton Rouge, LA

Sep 2014 - May 2018

Relevant Coursework: Sports Marketing, Financial Management, Sports Law, Event Planning, Facility Management, Sponsorship Strategies, and Organizational Leadership.

## CERTIFICATES

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### Certified Athletic Administrator (CAA)

Feb 2022