

Patricia Williams

General Manager

Newly promoted General Manager with 5 years in fitness and wellness retail. Strong on member-experience metrics, daily labor decisions, and turning around stalled locations.

CONTACT INFORMATION



(480) 555-0178



priya.ramaswamy@example.com



Tempe, AZ 12345

EDUCATION

B.A., Communications, Arizona State University, 2019

NASM Certified Personal Trainer, 2021

KEY SKILLS

- Member retention
- Daily labor management
- Sales coaching
- POS & CRM (Mindbody)
- Hiring & 30-60-90 reviews
- Conflict resolution
- Cash handling
- Scheduling
- Vendor coordination

PROFESSIONAL EXPERIENCE

General Manager | Stride & State Fitness Studios, Tempe, AZ | 2022 to Present | 2022 – Present

- Run a \$2.1M studio with 14 staff; lifted member retention from 68% to 79% over four quarters.
- Rebuilt the front-desk schedule around peak class windows, recovering about 22 labor hours per week.
- Lead weekly sales huddles with a 4-person membership team; hit 108% of new-member quota in 2023.
- Handle hiring end-to-end for instructors and desk staff, including offer letters and 30-60-90 reviews.

Assistant Manager | Stride & State Fitness Studios, Tempe, AZ | 2020 to 2022 | 2020 – 2022

- Owned daily opening and closing for a 9,000 sq ft studio.
- Resolved member complaints at the desk; pushed escalations to corporate down to fewer than two per month.
- Trained 11 new hires on POS, cleaning protocol, and class check-in flow.