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ACHIEVEMENTS IN CAMPING and BUSINESS DEVELOPMENT

I proudly conceptualized, blueprinted and led, the launch and the first decade of leadership of a unique approach to day camping. This camp became the fastest growing, largest and most award-winning youth program in New England.

LINX Camps, 2014-2019

RECENT OPERATIONS AND CAMP EXPERIENCE (20 years)

LINX, LLC	The #1 Day Camp in New England Multi-Location Operator Grew from 0 - 300 team members)	2007 - 2019
SEWATARO, LLC	A 50 year old traditional summer camp single location grew from 450 to 600 campers)	2000 - 2007

- **HYPERGROWTH**

- Staffing grew from 10 - 330 in 4 years
- Registration grew from 30 campers per week to over a 1,000 per week in 4 years

- **SCOPE & BUSINESS DEVELOPMENT**

- Built a program that within 5 years and beyond served over 1,000 weekly campers
- Managed a team of 300+ professionals
- Supervised programs spanning 4 locations designed to meet programming needs
- Established partnerships and developed property use agreements with Colleges & Private Schools
- Designed and led UX for custom customer service software
- Built and maintained relationships and open talent pipelines with over 150 colleges and schools
- Contracted 20 buses, 4 dining halls, 2 competitive swimming pools and 4 campuses
- Developed a nationwide and international residential staffing program that solved staffing crisis and increased enrollment by 15%
- Partnered with NBA athletes and college and high school coaches to elevate program deliverables

- **PROFIT & LOSS MANAGEMENT**

- P&L management that generated over \$6.5MM in operating revenue with a 42% NOI
- Managed departmental record keeping to enhance COSs calculations across multiple programs

- **COMPLIANCE & REGULATIONS**

- Attained record results from ACA Standards visits and managed re-accreditation process
- Selected by Board of Health to serve as "Model Program" for other programs (preparation and execution)

- **IT SUPPORT MANAGEMENT**

- UX designed website like "amazon prime" for ease of program selection by age, interest or availability
- Designed *PROGRESS TRACKER* and communication app to increase parent communication with administration and direct communication to counselors
- Sent families daily, child specific photos and camper selections

- **SALES & MARKETING**

- Trained inbound and outbound sales teams and consistently set and broke records YOY
- Designed promo-code and discounting "call-to-action" program that led to explosive growth YOY
- Led team to develop 30,000 unit mailer to promote camps

- **TOURS AND PRESENTATIONS**
 - Conducted open houses, one-on-one tours and in-house presentation with a 95% close rate
- **CUSTOMER SERVICE AND SALES**
 - Trained sales and customer service representatives (scripts, role playing and incentives)
 - Added online chat and maintained a 24/7 human-response program for all inquiries to be answered in real time
 - Trained team on best practices in customer advocacy and satisfaction
- **PROGRAM DEVELOPMENT**
 - Conceptualized, designed curriculum for over 40 unique program offerings
 - Coordinated over 1,000 themed events including 3rd party vendors and entertainers
 - Built scheduling tools to accommodate 1,000+ campers and over 40 program options
 - Eliminated typical bottlenecks that cause congestion (Swim, Dining, Arrival and Dismissal)
 - Drafted and implemented policies, handbooks and contracts for staff (seasonal and year-round)
 - Exceed diversity initiative standards and maintained pipelines with HBCUs and METCO, Inc
 - Initiated a residential staffing program (Residential Advisors, contracts, meals, travel, evening program, etc.)
- **TALENT ACQUISITION**
 - Awarded "Top Recruiter" in England and Ireland by third party agency
 - Consistently delivered 300+ team members annually to meet programming demand
 - Created grassroots pipelines with over 150 colleges and 20 local schools and community groups
 - Designed annual convention-booths that *stole the show* and led to 5% increase in registrations
 - Designed UX of ATS app to allow for onsite onboarding (50% increase in efficiency)
- **LEADERSHIP DEVELOPMENT**
 - Retained 98% of leadership team over 6 years
 - Designed and led leadership training retreats that increased staff retention and engagement
 - Developed *Emerging Leaders* program to ensure strategic succession planning
 - Trained staff on performative leadership to engage and lead large groups
 - Led training modules on SMARTEST goals, common expectation setting and the ABCs of the job
 - Led new hire orientation trainings on Anti-Sexual Harassment and Unconscious Bias, established company cultural norms and expectations and trained on building teams and creative programs, how to lead with empathy, eradicating bullying, the 5 things to do whenever you start with a new group and creative sports 101)
 - Enhanced emotional cognition and safety for staff and campers (ensuring a feeling of comfort and confidence within one's-self, their surroundings, their peers and their leaders.
- **STAFF MORALE AND ENGAGEMENT**
 - Developed staff engagement programs and contests (Eagle Game Draft, candy bars, massage bars, weekly competitions: Monday Morning Madness, Tuesday Trivia, Whacky Wheel of Wednesday, Friday Give-Aways)
 - Launched a review system that evaluated staff both forwards and backwards
- **ENTERTAINMENT & ENTERTAINER**
 - United hundreds of youth and staff each morning for opening and closing ceremonies
 - Served as emcee bringing the energy and camp excitement each day
 - Planned, coordinated and executed 100's of themed events to unite our community
 - Conducted annual member appreciation events providing logistics, food and entertainment to thousands
- **SWIM**
 - Developed swim program serving over 1,000 children weekly (recreational and lessons)
 - Designed safe, fun and engaging *Learn to Swim* program
 - Deployed lifeguard and swim instructor training programs for children 3 - 14 years old
 - Developed aquatic leadership program and staff schedules

- Assisted over 1,000 campers annually to advance their swim confidence and ability
- Served as onsite CPO to ensure testing, logs and reporting were performed routinely

- **IMPACT**

- Mentored thousands of staff members
- Motivated, united and educated tens of thousands of children on how to be their best selves and how to be a member of thriving community
- Taught kindness, enhanced skills levels, created lifelong friendships and enabled kids to find and develop their passion
- Created and maintained an emotionally safe environment
- Boosted private school tuition paying headcount through camp programs
- Increased international student academic attendance