

Alessandra Maurtua, PGA
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Mr. Steve Lawson, CCM
General Manager, COO – Springfield Golf and Country Club
8301 Old Keene Mill Rd
Springfield, VA 22152

It is with great excitement that I submit my resume for the position of Director of Golf at Springfield Golf and Country Club. I am confident that my personal and professional experiences have prepared me for this opportunity.

I strongly believe that my service-oriented mindset and my ability to lead, mentor others and grow the game will make me a perfect fit for Springfield Golf and Country Club. A big part of my success has been the ability to provide an outstanding service to members and guest. Visibility of the professional staff will be one of my main priorities, to deliver the outstanding member experience that Springfield members will feel proud to be a part of. I will always do my best to accommodate and make members requests possible and have open communication.

I will work hard to create a welcoming, encouraging and family friendly atmosphere every day at the club. I have created several player developments programs through my career increasing the engagement of members of all ages. I will continue to do so by working closely with the team at Springfield.

Over the last twelve years of my career, I have demonstrated the ability to supervise all areas of a golf operation. One of the most important is recruiting, training, and mentoring staff. I like to develop young professionals making them feel empowered and excited to be a part of our team. I always have an open-door policy where any ideas or concerns are always heard.

A personal goal of mine is to become a PGA Master Professional in Golf Operations making me part of a very distinguished and small group of less than 400 PGA professionals. This goal will keep pushing me to explore and continue to better every aspect of the operations. I will always represent Springfield with professionalism and will continue to be an ambassador of our club through local and national committees to build upon the legacy of Springfield.

I would like to thank you for your time and consideration. I am confident that I have the necessary skills, work ethic, personality and vision that aligns with Springfield's culture to be the next Club Ambassador. It will be a great honor to have the opportunity to continue to build the traditions and history of Springfield.

Respectfully Submitted,

Alessandra Maurtua, PGA

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[Linkedin](#)



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PGA PROFESSIONAL

ACCOMPLISHMENTS / LEADERSHIP

- Captain of STPGA Levy Cup 2021
- Part of Winning Team of Levy Cup 2020
- STPGA 2020 Assistant Professional of the Year
- Article in PGA Magazine June 2020
- ADM Certified – October 2019
- PGA Magazine Best Practice Article – August 2016
- Southern Texas PGA Eastern Chapter Vice President 2020 - 2022
- PGA Lead Cohort IV
- STPGA Assistants Committee Chairman 2019-2022
- STPGA Membership Services Committee Member
- Volunteer at Texas Autism Academy
- Captain at Champions Challenge – The First Tee 2010

EDUCATION

SKILLS

Professional Golfers Association
Elected Class A August 2016
Certified in Golf Operations October 2017
Specialized in Executive Management March 2020



High Point University
Bachelor of Science in Business Finance
December 2009



Proficient in Excel, Word, Publisher.
Proficient in the following software's: Golf Genius
Tournament Program and Golf Shop, POS (IBS,
Clubessential) Inventory Control, ForeTees, Jonas, GHIN.
Bilingual in English and Spanish (written and oral).

Belle Haven Country Club

Premier private family club. A top 100 Platinum Clubs of America with 30,000 rounds a year and over \$800,000.00 in merchandise sales.



Head Golf Professional – September 2023 - Present

First Assistant Golf Professional - March 2022 – September 2023

- Responsible for leading the day-to-day golf operations. Responsible for managing 25 staff members during season.
- Recruiting, training, and setting standards of service for all staff members.
- Watch and tracked member spending habits to better understand how to merchandise the golf shop. This results in a 20% increase of sales from 2021 to 2022 and projected to increase 15% from 2022 to 2023.
- Work alongside the staff to create a shop environment where members and guests feel welcome. Our focus is excellent service while ensuring a high-quality merchandise operation that represents the desires and expectations of our members.
- Gain trust and respect of members by improving service standards to exceed member expectations.
- Maintained a professional presence in the golf course as well as helping with pace and facilitate any member's needs.
- Worked alongside the Director of Instruction to create different player development classes that introduce the game to over 50 ladies in one year. This helped increase the women's apparel and hard good sales. We introduced Operation 36, having over 150 families joining in the first year, 278 rounds played, and 305 strokes lost over one year.

- Maintained a best-in class communication towards the membership about upcoming events and members news.
- Executed flawless tournaments that included the Belle Haven Four Ball, several member events, member-guest events, Women's US Open qualifier to name a few.
- Oversaw the ladies program enhancing their events and increasing membership numbers and participation per event. Held ladies spring meeting to recruit ladies and present the tournament calendar.
- Introduced a monthly newsletter sent to all club ladies announcing upcoming events, tournament winners and highlighting members accomplishments outside the club.
- Developed a plan to place staff members in the correct areas to enhance the delivery of customer service.
 - Driving Range – Clean clubs and ensure levels of practice balls are never low.
 - Short Game Area – To pick up practice balls and constantly change them to clean balls.
 - Parking Lot – Ensure that all members and guest bags were picked up upon arrival.
 - Starter – Keep an accurate log of playing as well as making sure tee times go off on time and reinforce rules of the day as well as course care. Provided a guest tag to all new guests.
- Attended a variety of Committee Meetings.

Walden on Lake Conroe

An 18-hole private golf club with over 700 members playing an average of 35,000 rounds annually and merchandise exceeding \$375,000.00 sales per year.



First Assistant Golf Professional April 2012 – March 2022

- Assist in management of yearly operations; budgeting, forecasting, maintaining accurate records of rounds played, hiring, managing, and scheduling staff
- Actively participate in monthly department head meetings.
- Manage club calendar as well as setting up the tee sheet for the year, scheduling LGA, MGA and sending electronic invitations.
- Use of Golf Genius to set up and run member events as well as outside outings. Responsible for opening announcements, award announcements, invoicing, and billing.
- Responsible for buying, receiving, displaying, and inventorying merchandise for a budget of over \$150,000.00 per year

Golf Trails of the Woodlands

Golf Shop Assistant September 2011-April 2012



- Set up tee times, guest registration for a 36-hole facility.
- Assisted in receiving, displaying, and inventorying merchandise.

Matt Swanson School of Golf

Lead Instructor -January 2010-November 2010



- Oversaw weekly junior academies with an average of ten juniors per class.
- Conducted over 25 individual lessons per week and group lessons
- Assisted in receiving, displaying, and inventorying merchandise.

References

John Kauzlarich, PGA

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Danny Jones, PGA

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Vince Bove, PGA

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Robert Menefee

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Greens Committee Chair
President of FA and FADB
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Sam Atari

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