

# JOHN TONG, MBA

Chicago, IL | 312.555.5555 | JT@Notmail.com | [LinkedIn.com/fake/John-Tong-MBA](https://www.linkedin.com/fake/John-Tong-MBA)

## Sales Leader / Marketing Expert / Business Consultant

*Boosting Business Value & Customer Satisfaction in the Fitness Industry.*

History of driving stunning corporate turnarounds, devising groundbreaking marketing innovations, and fulfilling the needs of discerning customers. Expert in building successful startups from initial concept. Respected for employing an uncommonly effective consultative sales approach and lead-by-example managerial style.

### Career Highlights:

- Established 5 facilities across 4 states serving 20K customers.
- Created fitness studio that was adopted by a nationwide brand.
- Led team of 200+ employees to maintain 76%+ closing ratio.
- Introduced premium membership options with 50% fee increase.
- Boosted client acquisition 45% with social media engagement.
- Kept client attrition <4% despite 300% increase in competition.
- Turned around underperforming team with personal coaching.
- Maintained #1 and #2 sales rankings among 40 colleagues.

## Entrepreneurial Leadership

**Consultant, ABC Consulting Group**  
Chicago, IL, 09/2019 to Present

Deliver expert consultation to clients around the world. Provide in-depth competitive analysis for the fitness industry. Formulate insurance-based plans for senior customers and help clients minimize overhead costs.

**General Manager, Healthcare Corporation**  
Chicago, IL, 02/2017 to 10/2017

Maximized health and attendance of employees while planning and opening 30,000-sq.-ft. corporate wellness facility. Designed state-of-the-art fitness center and strategized equipment layout across multiple levels. Hired and trained 45 new staff members.

**Franchise Owner, Sandwich Shop**  
Chicago, IL, 03/2014 to 10/2017

Acted as a silent partner and sold franchise for a profit.

## PROFESSIONAL EXPERIENCE

**MIDWEST FITNESS, Chicago, IL**

**07/2006 to Present**

**Operating Partner:** Work with investment group to optimize brand equity. Consult senior corporate management in all business areas.

**Midwest Regional Director:** Continually improve customer service and streamline daily operations. Consistently outpace sales goals with strategic business plans that accelerate growth and maximize the client base. Hire, train, mentor, and motivate staff to peak performance levels, prioritizing employee development and advancement.

**Successfully launched and built 5 facilities, leading 200+ employees to consistently delight 20,000 customers.**

Seamlessly managed territory across 4 states. Each 10,000+-sq.-ft. fitness center employed 35-40 staff members and served 4,000+ customers.

- Saved \$110,000/year by negotiating 25% lease reduction for Louisville location.
- Closed 1,000+ client contracts within 45 days before each facility opening.

**Marketing & Business Development:** Effectively promote the value of health and wellness services. Customize marketing strategy while targeting potential clients in different market segments. Optimize brand visibility through Facebook, Instagram, and Google AdWords. Promote business through digital marketing, direct mail, radio and television advertisements, social media, and pay-per-click (PPC) campaigns. Drive business-to-business (B2B) sales by developing corporate wellness programs for businesses with 5,000+ employees.

- Increased new member/client acquisition 45% between 2018 and 2019 through social media engagement.
- Empowered team to maintain 76%+ closing ratio by training employees on best practices and sales techniques.
- Boosted monthly exercise trainer revenue from \$0 to \$30,000 by introducing new consultative sales approach.
- Won business away from top competitors and minimized client acquisition expenses with free month giveaway vouchers.
- Negotiated profitable deals with UPS, Norton Healthcare, and other major business accounts.



## Differentiated brand by opening new fitness studio, starting a company trend nationwide.

Launched 30 new weekly classes, diversified service options, hired talented new instructors, and expanded fitness training programs. Negotiated extremely low lease rate for additional 2,000-sq.-ft. space. Ensured seamless renovation operations during expansion.

- Grew location's member base to 4,000 and captured 8.5% of local market share.
- Brought plans from \$19/month to \$29/month for premium members.

**Customer Service & Satisfaction:** Ensure all clients have access to highly-trained professionals. Maximize customer retention by analyzing monthly client turnover reports and conducting exit/cancellation interviews to gather feedback.

- Kept customer attrition rate below 4% despite 300% increase in local competition.

**Accounting & Financial Management:** Strategize budgets, workflows, compensation programs, and asset improvement tactics. Minimize expenses while managing multimillion-dollar P&L, strengthening vendor relationships, and negotiating profitable contracts.

## CINCY FAMILY FITNESS, Cincinnati, OH

08/2004 to 07/2006

**District Manager, 12/2005 to 07/2006:** Played key leadership role in positioning company with 12 facilities and 47,000 members for its successful sale. Expertly directed 80 cross-functional employees catering to 16,000 customers/members across a couple of 50,000+ sq.-ft. health clubs. Maximized corporate sales and member retention, and strategized promotions.

- Upheld 88% closing rate and greatly improved the new-hire training program.
- Transformed staff, building a top-performing team through personal coaching and high standards for service excellence.
- Improved customer service and scheduling flexibility by cross-training staff. Created high-impact sales training program.

**Managing Director / General Manager, 08/2004 to 12/2005:** Spearheaded all operations of this private health and fitness club while boosting sales and lowering expenses. Steered 30 personal trainers and 10-person sales force. Maximized community awareness with public relations (PR) campaigns, marketing flyers, networking strategies, on-site corporate wellness fairs, and new member sign-up events. Promoted from initial Membership Sales Representative position within 90 days of hire.

- Maintained top monthly sales rankings, achieving #1 or #2 status out of 40 colleagues.
- Increased commission payouts by up to 40% for sales staff through improved member attention.

## UNIVERSITY OF CINCINNATI STUDENT RECREATION CENTER, Cincinnati, OH

09/2002 to 08/2004

**Facility Operations Manager:** Successfully directed this 168,000-sq.-ft. student recreation facility housing a double-sided climbing wall, 5 basketball/volleyball courts, 2 multipurpose gymnasiums, an elevated 4-lane indoor running track, 8 racquetball courts, and an enclosed glass fitness area. Implemented safety precaution programs and improved risk management. Organized/hosted major athletic events and media conferences.

## EDUCATION & CREDENTIALS

### Masters of Business Administration (MBA), 04/2018

LINDNER COLLEGE OF BUSINESS, UNIVERSITY OF CINCINNATI

### Bachelor of Science (BSc), 08/2004

COLLEGE OF HEALTH AND HUMAN SERVICES, UNIVERSITY OF CINCINNATI

**National Academy of Sports Medicine:** Kinesiology Specialist & Certified Personal Trainer; Specialization in Kinesiology, Performance Enhancement, Corrective Exercise, Behavioral Change, Fitness Nutrition, Weight Loss, Group Exercise, Youth Fitness, and Senior Exercise.

"John's best qualities are found in his abilities to forecast trends, focus on external market forces, and keep apprised of the regulatory environments that may impact daily operations. With this knowledge and experience, John has motivated his staff to fulfill all market demands."

**Andrea Grube, Chief Operations Officer (COO),  
Healthcare Corporation**

## Résumé Strategy

This client was interested in submitting his résumé for a lot of different opportunities, including consulting roles, sales and marketing positions, and general management jobs within the fitness industry.

While serving as both an operating partner and a regional director for a small chain of fitness centers, he also works part-time as a consultant. This concurrent consulting role was extremely new, and major achievements had yet materialized when I first wrote this résumé before the COVID-19 crisis.

That said, I wanted to keep him open to many industry possibilities by starting off the résumé not only with his top career highlights, but also with his notable entrepreneurial side hustles.

The lion share of his experience was listed under a single company, as he had worked for “Midwest Fitness” for the past 14 years. To make this extremely long job description more exciting to the reader, I divvied up the information into bite-sized subcategories with their own present-tense duties and associated past-tense bulleted achievement lists.

His most impressive accomplishment of launching and building five different fitness centers across four states is highlighted by a custom-designed multi-state map with stars indicating each location to illustrate his very wide geographical scope of leadership.

I spotlighted his unique ability to proactively respond to external market forces by incorporating a quote from an extremely well respected executive from the health and wellness industry.

Please note that no text boxes were used in the development of this résumé. All graphics and design details are placed behind the text. While columns can sometimes throw off older applicant tracking systems, this résumé is quite ATS friendly for most modern platforms. The enclosed image shows what the résumé looks like when the original Word document is resaved as a .txt file.

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