

# KERRI HEARN

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## **OBJECTIVE:**

Looking for a Director of Member Relations position in the Tri State area that is closer to family.

## **EXPERIENCE:**

**APRIL 2019- PRESENT**

### **MEMBER RELATIONS DIRECTOR, ASPEN GLEN CLUB**

Develop, organize and implement marketing of Member events/promotions to increase membership and maximize Member retention. Cultivate Member relations to enhance Club experience. Encourage Member engagement in intraclub activities and Club events. Foster relations between Member/Member and Member/Employee Partner.

## **FUNCTIONS/ACCOUNTABILITIES:**

- ★ Aspen Glen Club's PR representative in local and national markets
- ★ Ensure all departments are in sync with programming
- ★ Coordinate all aspects of marketing and Member communication
- ★ Translate Member needs and desires into Club programming Design, coordinate and facilitate Aspen Glen's social offerings
- ★ Prepare weekly/monthly analyses of improved retention ideas and updating calendars
- ★ Oversee Member Relations Coordinator and Private Events Coordinator
- ★ Oversee Athletic/Housekeeping departments
- ★ Represent the Aspen Glen Club on various Member committees (i.e., Social/Programming Committee, Welcoming Committee, Retention Committee and the Board of Governors)
- ★ Manage the hiring, training, and developing of reception staff
- ★ Maintain the internal Member computer system, MembersFirst, MemberPride
- ★ Act as an extension of the Member Relations, Membership, and Private Events Departments in obtaining prospective Member referrals
- ★ Monitor and implement expense control over department expenses, including revenue to payroll ratio
- ★ Notify General Manager and/or Department Heads of Member/Guest complaints at the time they occur and pursue resolution as soon as possible

**MAY 2017 – APRIL 2019**

**MEMBER RELATIONS COORDINATOR, ASPEN GLEN CLUB**

Promoted the Aspen Glen Club while providing quality service to the Members and guests. Worked directly with the General Manager to ensure timely and appropriate communication of the Club's benefits and services. Developed relationships with Members to ensure Members experience personalized service and enriched membership.

**FUNCTIONS/ACCOUNTABILITIES:**

- ★ Developed and distributed Annual/Monthly Club Calendar
- ★ Disseminated Member communications through email, text messages, and social media and ClubLife App
- ★ Maintained the Club's environment through staffing, programming, service operations and maintenance
- ★ Served as Club representative on various committees (Social/Programming, Welcoming, Retention, Board of Governors)
- ★ Served as liaison between the Club and the Club's groups
- ★ Managed the Member Relations schedule
- ★ Managed the hiring and training of the Club's Member Services staff
- ★ Resolved complaints at the time they occur

**NOVEMBER 2014 – PRESENT**

**ATHLETIC DIRECTOR, ASPEN GLEN CLUB**

Responsible for the day to day operations and programming of Aspen Glen's personal training, fitness floor, group fitness, tennis, and spa.

**FUNCTIONS/ACCOUNTABILITIES:**

- ★ Promote spa events, gym events and special programming
- ★ Directly supervise personal trainers, group fitness instructors, tennis staff and spa staff
- ★ Select, hire, coach, mentor and educate staff Implement and maintain training and development opportunities
- ★ Coordinate, resource, implement, deliver, market and sell personal training services and fee-based programs
- ★ Oversee weekly payroll functions and manage payroll and commission expense to plan Expediently resolve client complaints

**JUNE 2009 – NOVEMBER 2014**

**MEMBER RELATIONS REPRESENTATIVE, ASPEN GLEN CLUB**

Provided extensive interaction with Club Members to ensure a pleasant experience for Members and guests of the Club.

**FUNCTIONS/ACCOUNTABILITIES:**

- ★ Provided administrative and technical support to the management team of Aspen Glen
- ★ Responded to Members' inquiries

#### **MARCH 2008 – PRESENT**

##### **FITNESS INSTRUCTOR CERTIFICATIONS:**

- ★ Group Fitness
- ★ Seniors
- ★ Kids/Young Adults
- ★ Step
- ★ Strength & Conditioning
- ★ Indoor Cycling
- ★ Aqua Fitness

#### **DECEMBER 1984 – MAY 1998**

##### **RETAIL INDUSTRY – NEW YORK, NY**

From 1984-1998, I gained valuable experience within the retail industry:

**Saks Fifth Avenue**, New York, NY (1996-1998) – Women's Department Manager

**JoS. A. Bank**, New York, NY (1994-1996) – Women's Department Manager

**N.Peal**, New York, NY (1992-1994) – Assistant Manager

**Burberry**, New York, NY (1988-1992) – Sales Associate and Assistant Buyer

**Belle France**, Lake Forest IL & New York, NY (1984-1988) – Sales Associate

##### **SKILLS**

- Self-motivated and goal-oriented
- Client Relations
- Proficient and experienced in Word, Excel, Publisher, LucidPress, Oracle, Salesforce, Pardot, Eloqua, GeoNet, MembersFirst, Hootsuite
- Management of website, push notifications, text messages, social media
- Teamwork/Collaboration
- Attention to Detail
- Time Management