

Wesley Yates

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CAREER OBJECTIVE

Adaptable professional with 6+ years of experience and a proven knowledge of internet marketing, global relations, and business sale & development. I am Aiming to leverage my skills to successfully fill the Content Producer role at PGA TOUR HQ.

WORK EXPERIENCE

East Lake Golf Club

Atlanta, GA

Caddie

Jan 2016 – Present

- Carrying the golfer's bags, providing advice to players, ensuring companionship, cleaning balls, replacing divots, holding the flag, and informing golfers on how the game is progressing
- Inspect work areas or operating equipment to ensure conformance to established standards in areas such as cleanliness or maintenance.
- Train workers in proper operational procedures and functions and explain company policies.

PGA TOUR China & Latin America Series

Multiple, Countries

Professional Golfer

Jan 2015 – Dec 2017

- Maintain optimum physical fitness levels by training regularly, following nutrition plans, or consulting with health professionals.
- Represent teams or professional sports clubs, performing such activities as meeting with members of the media, making speeches, or participating in charity events.
- Raised over \$100k in sponsorship money & Manage book keeping and formulate spending budgets.

Chasing Squirrelz Inc.

Atlanta, GA

Web Content Coordinator

Apr 2012 – Dec 2014

- Responsible for producing content on web pages while ensuring usability and accuracy.
- Needed to analyze & test all links and content to ensure that information is accurate, accessible, and user-friendly.
- In charge of the overall visual look of a website, including images, videos, and other digital media.

Dr. Pepper Snapple Group

Norcross, GA

Account Manager

Jun 2012 – Apr 2014

- Sold company brands to over 200 accounts on a daily basis.
- Contacted key personnel in assigned accounts pre-selling products, promotions, displays, point-of sale material, beverage section revamps, and service requirements.
- Maintained accurate sales records for all 200 accounts, including special reports on promotional activity, competitive sales and space allocations.
- Determined new market channels, to increase sales and brand growth.

EDUCATION

FLORIDA AGRICULTURAL & MECHANICAL UNIVERSITY

Tallahassee, FL

B.S. Interdisciplinary Studies (Quantitative Analysis) (Apr 2015)

ADDITIONAL SKILLS

- Spanish- Intermediate Level, Mandarin- Cultural Level
- Writing
- Microsoft & IOS OS
- Adobe Creative Suite- Photoshop & Illustrator
- Adaptability

CREDENTIALS AND LICENSES

- Real Estate Salesperson License

