

Sally Morgan, PGA

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Mission Statement / Purpose

Driven by a passion for the golf industry, innovation, and growth, I am an experienced PGA Professional Certified in General Management looking to continue to grow my skills as an engaged member of a forward-thinking and highly successful team of associates.

Work Experience

Carolinas PGA Section; Browns Summit, NC

Jan 2018 - present

Director of Marketing

- Execute effective brand management initiatives to develop a consistent and professional image
- Collaborate with key CPGA stakeholders including: ten (10) Chapter Directors, PGA Career Consultant, PGA Regional League Manager, and Section Business Operations HQ Staff
- Procure partnerships for the Section, including two new secured since November 2020
- Communicate with over 70 partner companies to execute all promised marketing materials (i.e. stand-alone email blasts, newsletter content inclusion pieces, social media posts)
- Development of Carolinas PGA REACH Foundation activities, highlights, and volunteer opportunities within the three pillars of the foundation: youth, military, and diversity & inclusion
- Create new website layout and maintain content relevance across all areas of the Section's operations
- Execute all social media promotions; Facebook, Twitter, Instagram, & LinkedIn channels
 - Created growth in likes/followers among all channels in three years of nearly 25%, 30%, 160%, and attracted 131 followers, respectively

PGA of America Headquarters; Palm Beach Gardens, FL

Jan – Aug 2017

Executive Intern, PGA Golf Management

- Championships
 - 99th PGA Championship (Quail Hollow Club – Charlotte, NC)
 - Served as Media Center Assistant – organized volunteer responsibilities; 15 volunteers
 - Contributed content to social media platforms including Instagram and Snapchat
 - Collaborated with internal and external stakeholders to organize events for the Diversity & Inclusion team; Beyond the Green for YBLA of Charlotte
 - 42nd Girls Junior PGA Championship (Country Club of St. Alban's – St. Louis, MO)
 - Interacted with club staff to organize player hospitality and Welcome Dinner
 - Assisted with overall operations to include starting duties
 - 2017 KitchenAid Senior PGA Championship (Trump National Golf Club – Washington D.C.)
 - Coordinated Pro-Am Draft Party, Pro-Am execution, Champions Dinner, and VA Hospital visit among other events
- Partnership Development
 - Participated on calls with sales team as partnerships developed
 - Researched and evaluated potential partners for the organization
- Finance
 - Researched prior PGA Annual Meeting expenditures for all 41 sections
 - Presented suggestions for future reimbursement processes with supporting business plan
 - Developed proficiency with Oracle Fusion
- PGA REACH (501(c)(3)) charitable arm of the Association
 - Collaborated to effectively market various fundraising initiatives
 - Evaluated current implementation of PGA REACH initiatives at all 41 PGA sections

- Diversity & Inclusion
 - Analyzed recruiting efforts to attract diverse populations to the business and game of golf
 - Organized current promotional materials/articles and collaborated with key stakeholders to create a more prominent online presence for Diversity & Inclusion
 - Prepared career building events for playing participants at the Minority Collegiate Golf Championship (PGA Golf Club – Port St Lucie, FL)

PGA Tour – Golf Course Properties; Ponte Vedra Beach, FL

Sept – Dec 2015

Project Assistant, PGA Golf Management Intern

- Assisted Business Development and Marketing departments for the TPC Network
- Analyzed booking portals and collected course forecasts to customize reports to include green fee/car fee revenue, rounds mix, forecast accuracy, etc. for TPC courses – experience with Salesforce
- Developed business plan and presentation outlining the Tour Player Experience at TPC Sawgrass
- Created marketing emails for subscribers and patrons of TPC courses
- Edited the TPC website; text edits, created landing pages, added forms, etc.

PGA of America Headquarters; Palm Beach Gardens, FL

May – Aug 2015

Championships and Merchandising Intern, PGA Golf Management

- Inaugural KPMG Women's PGA Championship (Westchester Country Club – Westchester, NY)
 - Advanced outreach with area businesses by placing cold calls to organize player, hospitality, and tournament amenities
 - Assisted with Pro-Am organization and execution to include serving as a scorer
 - Organized volunteer schedules and assignments; 4,000 volunteers
- 97th PGA Championship (Whistling Straits – Kohler, WI)
 - Supported PGA merchandise staff and Women's backstock during tournament week

Tennessee PGA Section; Franklin, TN

May – Aug 2014

Tournament Intern, PGA Golf Management

- Assisted in management of all tournaments for the TNPGA tournament program
- Wrote press releases following each tournament
- Created informative emails and placed calls to recruit/engage players for larger section events
- Designed a Player's Guide pamphlet for the Section Championship

Skills & Accomplishments

- Certified PGA Professional in General Management (July 2019)
- Excellent organization, communication, teamwork, and leadership skills
- Fluent in Microsoft Office (Word, Excel, Powerpoint)
- Proficient in Email Marketing, Social Media Management, Web Design & Adobe Photoshop

Education

Mississippi State University: Starkville, MS

December 2017

Bachelor of Business Administration in Marketing – Summa Cum Laude
concentration: PGA Golf Management; minor: Finance

- President's List/Dean's List (fall 2013-fall 2017); GPA 3.9/4.0
- Dr. S Roland Jones PGA Golf Management Student of the Year (2017)
- Student Representative at the 100th PGA Annual Meeting (November 2016)
- Shackouls Honors College (2013-2017)