

CHARLOTTE ADAMS

Phoenix, Arizona

Phone: (602) 448-9328

Email: c.adams@hotmail.com

OPERATIONS MANAGER | MULTI-DISCIPLINARY BUSINESS LEADER | TEAM DEVELOPMENT

Operations-focused business owner with 13+ years of experience leading business operations, developing teams, improving processes, managing schedules and payroll, driving customer retention, and delivering exceptional customer experiences. Proven ability to build programs, lead staff, manage competing priorities, and create high-performing environments. Experienced in fitness operations, team leadership, staff development, budgeting, event management, customer service, and business administration.

CORE COMPETENCIES

- Operations Management
- Team Leadership & Development
- Recruiting & Onboarding
- Staff Scheduling
- Payroll Coordination
- Budget Management
- Customer Experience
- Program Development
- Process Improvement
- Vendor Management
- Event Planning & Execution
- Community Engagement
- Strategic Planning
- Member Retention
- Facility Operations

PROFESSIONAL EXPERIENCE

Founder & Operations Manager

Pole Power Fitness | Phoenix, Arizona

June 2013 – Present

Founded and successfully operated a boutique fitness business, growing from mobile classes hosted in local fitness facilities to an established studio serving the Phoenix community.

Key Responsibilities & Achievements:

- Lead all day-to-day business operations, strategic planning, scheduling, and studio management
- Built and operated a successful fitness business serving the Phoenix community for over 13 years
- Recruited, onboarded, trained, mentored, and supported 10+ instructors, contractors, and guest presenters
- Designed and implemented a comprehensive multi-level training curriculum creating structured progression pathways from Beginner through Advanced levels
- Developed and launched workshops, memberships, specialty programs, events, and educational offerings to support long-term client engagement and retention

- Coordinate and host 10–12 workshops, specialty events, and community programs annually, including internationally recognized guest instructors
- Manage payroll coordination, insurance administration, scheduling systems, operational procedures, and business systems
- Developed and maintained a database of 3,000+ prospective and current students through lead generation, marketing, and client engagement initiatives
- Developed and executed marketing campaigns across email, social media, and digital platforms
- Implemented customer retention strategies, membership programs, and lead nurturing systems
- Managed vendor relationships, software platforms, business partnerships, and facility operations
- Created and refined operational systems focused on efficiency, communication, organization, and customer experience

Partner Account Specialist

Yodle | Scottsdale, Arizona
2015 - 2016

Supported partner account operations by coordinating communication, account management processes, and cross-functional initiatives between internal teams and external partners.

Key responsibilities and achievements:

- Coordinated account onboarding, review, and acceptance processes for partner sales teams
- Served as a primary point of contact for inbound partner and client inquiries via phone and email
- Collaborated with internal teams to resolve account issues and improve customer experience
- Provided coaching and support to consultants regarding account management processes and client communications
- Assisted with special projects, operational initiatives, and process improvement efforts across multiple departments
- Delivered feedback to leadership regarding operational challenges, customer concerns, and opportunities for service improvements
- Educated clients and partners on digital marketing services, search engine marketing (SEM), and search engine optimization (SEO) concepts
- Maintained strong relationships with internal stakeholders and external partners in a fast-paced, deadline-driven environment

Flight Attendant

British Airways
2006 – 2012

Delivered exceptional customer service and operational support in a fast-paced, highly regulated environment while ensuring passenger safety and compliance with company procedures.

- Managed customer concerns and service recovery situations
- Maintained professionalism and composure in high-pressure environments
- Collaborated with diverse teams to ensure smooth operational execution
- Demonstrated strong communication, problem-solving, and conflict-resolution skills
- Consistently delivered exceptional customer experiences while maintaining strict safety standards

Travel Consultant

Thomas Cook
2004 – 2006

Provided travel planning and booking services while delivering exceptional customer service and achieving sales objectives.

- Assisted customers with travel bookings, itinerary planning, and destination recommendations
- Managed reservations, travel changes, and customer inquiries
- Built strong customer relationships through personalized service
- Developed communication, sales, and problem-solving skills in a fast-paced retail environment

TECHNOLOGY

- WellnessLiving
- Mindbody
- Canva
- Google Workspace
- Microsoft Office
- Social Media Platforms

EDUCATION

Bachelor of Science (B.S.), Geography
Arizona State University