

GEORGE DIX

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I lead with an inclusive and empowering style, cultivating a culture where all team member's contributions are valued and encouraged. Establishing robust relationships, both internally and with clients, is at the core of my leadership philosophy. Customer satisfaction is a top priority for me, and I consistently strive to surpass expectations in every interaction. My reputation is built on creative problem-solving, as I continually seek innovative solutions to overcome challenges and enhance processes. I am dedicated to creating an environment that fosters creativity, driving ongoing improvement and growth. With a focus on leveraging my skills and experience, I am enthusiastic about making a meaningful impact as a leader who ensures success and nurtures a culture of excellence and innovation within the team.

Skills and Expertise:

- Revenue Growth Strategies
- Operational Efficiency
- Sales Training and Development
- B2B Partnership Building
- Payroll Administration
- Team Leadership and Motivation
- Exceptional Communication Skills
- Strategic Planning and Execution

Education

Business Finance | Associates

Lone-star College

Business Finance – Bachelor's Degree (University of Houston – Downtown) - Current

Experience

Stretch Zone

Regional Manager | Sept 2023 to Current

- Increased 2024 Revenue by 55% Year over Year.
- Spearheaded the strategic management of five locations within the district, consistently achieving remarkable revenue growth across all stores.
- Recognized as the top-performing Regional Manager in the country, exemplifying excellence, and surpassing stretch zone targets.
- Successfully managed three locations directly, implementing effective strategies for operational efficiency and financial success.
- Orchestrated comprehensive initiatives resulting in significant revenue increases across all managed stores.

- Implemented innovative sales and revenue-driving techniques, contributing to the consistent growth of each location.
- Acknowledged as the country's number one stretch zone achiever, showcasing exceptional leadership and performance.
- Demonstrated an unwavering commitment to exceeding corporate expectations and setting a benchmark for success.
- Directly managed three locations, overseeing day-to-day operations and ensuring optimal performance.
- Focused on driving revenue through Electronic Funds Transfer (EFT) with three distinct programs, each requiring a 3-month commitment.
- Conducted comprehensive training programs for staff, encompassing sales techniques, customer service excellence, and proficiency in agreement documentation.
- Fostered a culture of continuous learning, resulting in a highly skilled and motivated team.
- Established and nurtured partnerships through Business-to-Business (B2B) interactions, expanding the network and enhancing the company's market presence.
- Played a pivotal role in building and maintaining key relationships to drive business growth.
- Took charge of payroll responsibilities, ensuring accuracy and timeliness in processing payments.
- Implemented efficient payroll systems, contributing to a streamlined and error-free financial process.

Crunch Fitness

Fitness Manager | August 2021 to January 2022

- Drove sales initiatives and significantly contributed to revenue growth through Electronic Funds Transfer (EFT) strategies.
- Led a dynamic team of personal trainers, overseeing recruitment, onboarding, and continuous training to maintain high service standards.
- Provided hands-on training for clients when necessary, ensuring a personalized and practical fitness experience.

Eos Fitness

Assistant Manager | December 2019 to January 2021

- Spearheaded membership and fitness sales, consistently exceeding targets through strategic engagement and personalized customer interactions.

- Assumed a leadership role in overseeing and training staff, cultivating a high-performance team by implementing comprehensive training programs and ongoing skill development initiatives.
- Successfully met and surpassed monthly quotas by implementing data-driven strategies, analyzing sales metrics, and adapting sales approaches to market demands.
- Played a pivotal role in optimizing customer satisfaction by addressing inquiries, resolving concerns, and ensuring a positive experience for members.
- Collaborated with the management team to develop and implement innovative sales and marketing campaigns, contributing to increased brand visibility and revenue growth.
- Utilized customer relationship management (CRM) systems to track leads, monitor sales performance, and implement targeted sales strategies.
- Conducted regular performance reviews for staff, providing constructive feedback and identifying opportunities for improvement to enhance overall team effectiveness.
- Actively participated in developing sales training programs, ensuring the continuous improvement of staff members' product knowledge and sales techniques.
- Fostered a culture of accountability and goal achievement, encouraging team members to embrace challenges and consistently strive for excellence in their roles.
- Implemented operational procedures to enhance membership and fitness sales efficiency, contributing to a streamlined and customer-centric approach.

AKRU Consulting Group | As needed – Ongoing | December 2019 to present.

Bookkeeper & Sourcing Recruiter

- Analyze diverse statements, contracts, and documents, meticulously reconciling financial transactions to ensure accuracy in inflows and outflows.
- Generate comprehensive financial reports from analyzed information, providing crucial insights for informed decision-making.
- Post and manage financial data in accounting journals and QuickBooks, including meticulously recording invoices for AKRU Consultants, ensuring transparency and accountability in financial transactions.
- Exercise precision in reconciling accounts and conducting regular audits to guarantee the accuracy of financial records.
- Spearheaded sourcing and recruiting responsibilities, specializing in identifying change management and project management resources to fulfill client staffing needs.
- Utilize social networks and portfolio sites to identify and engage potential candidates, employing a targeted approach for efficient talent acquisition.
- Craft and dispatch recruiting emails, maintaining an organized and effective consultant referral system to tap into existing networks for talent acquisition.

- Collaborate seamlessly with internal teams to understand staffing requirements, ensuring alignment between client needs and candidate profiles.
- Stay abreast of industry trends and best practices in recruiting and bookkeeping, incorporating innovative approaches to enhance efficiency and effectiveness.
- Demonstrate adaptability by fulfilling dual roles as a bookkeeper and sourcing recruiter, contributing to AKRU Consulting Group's overall success and operational excellence.