

# Danielle McCarthy

## District Manager | Multi-Unit Operations | Executive Leadership | P&L; Management

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### EXECUTIVE SUMMARY

Strategic, results-oriented operations leader with progressive leadership experience spanning fitness, financial services, and multi-unit management. Proven success leading district operations with full P&L; ownership, developing high-performing leaders, driving revenue growth, and building cultures of accountability. Recognized for consistently delivering the company's highest closing percentage, leading exceptional studio membership growth, and developing talent through internal promotion. Adept at leading organizational change, improving KPIs, and aligning teams around measurable business outcomes.

### CORE LEADERSHIP STRENGTHS

- Multi-Unit Leadership & Operations
- Full P&L; Accountability
- Executive Coaching & Talent Development
- KPI & Performance Analytics
- Sales Strategy & Revenue Growth
- Change Management
- Succession Planning & Recruiting
- Operational Excellence
- Customer/Member Experience

### PROFESSIONAL EXPERIENCE

#### District Manager | VASA Fitness

- Directed operations for a three-club district with full responsibility for financial performance and P&L.;
- Led, coached, and developed General Managers and club leadership teams to improve business performance, accountability, and member experience.
- Consistently achieved the highest closing percentage in the company while leading one of the strongest-performing districts for studio product growth.
- Built a strong leadership pipeline by identifying high-potential employees, promoting from within, and developing future leaders.
- Drove district performance through disciplined KPI reviews, business planning, labor management, and operational execution.
- Partnered with regional leadership to lead organizational change, stabilize underperforming locations, and strengthen culture across the district.

#### Branch Manager | Chase Bank

Directed branch operations, business development, regulatory compliance, and leadership of high-performing sales and service teams.

#### Branch Manager | GardaWorld

Managed high-volume financial operations, improving profitability by more than 50% year-over-year through operational improvements.

### Branch Manager | City National Bank

Led branch sales, lending, customer experience, and employee development while ensuring regulatory compliance.

### Area Manager | StretchLab

Opened and managed multiple locations while recruiting, training, and developing management teams.

### General Manager | Gold's Gym

Led a team of more than 30 employees and earned the company's #1 General Manager ranking for sales performance.

### Personal Training Manager | Mercy Fitness Center

Helped launch a new facility and increased personal training revenue by 300% within six months.

## EDUCATION

Bachelor of Science, Kinesiology — University of Central Oklahoma (2013)

Associate of Applied Science, Business Management — Oklahoma State University-Oklahoma City (2010)