

MATTHEW W. CORY, USPTA, USRSA

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PROFILE

Highly motivated, results-oriented, USPTA-certified Tennis Professional with nine years teaching experience, six as Head Tennis Professional at award-winning college indoor tennis facility • Self-starter, with proven ability to develop strong junior and adult programming • Camp Director experience • Over six years pro shop management experience • USRSA-certified stringer, with 10+ years stringing experience • Six years staff supervisory experience.

PROFESSIONAL EXPERIENCE

2/99-8/05 **Head Professional** – McCormack-Nagelsen Tennis Center, Williamsburg, VA

Highlights & Achievements:

Managerial/Leadership

- Direct all on-court programming, including junior and adult clinics and leagues
- On-court director of 2003-2004 summer camps and 2004-2005 Adult Academy program
- Assist with creation and implementation of new membership programs and policies
- Supervise Assistant Tennis Professional and other program instructors on and off court
- Manager/Buyer for pro shop
- Oversee all stringing services
- Train and schedule desk staff

Marketing/Program Development

- Part of management team that increased special services revenue by 57% since 1999; and summer camp participation by 50% from 1999-2000
- Expanded marketing campaign for adult and junior programs, increasing clinic offerings and participation by 53%
- Increased private lesson sales for Head Tennis Professional's position by 300%

Tournament Management

- Assisted with management of the USTA National 30's Indoors (1999-2001)
- Direct/produce two USTA-sanctioned events: VBTPA Satellite #8 (1999-present) and MNTC Indoor Championships (2001-present)
- Direct/produce MNTC Member-Guest Tournaments and socials

Tennis Instruction

- USPTA Professional 1 Certification
- USPTA Mid-Atlantic Tester
- Coached Emily Demeo, ranked 13th in Mid-Atlantic 12 and under (Dec 2003), and a participant on 2003 Mid-Atlantic 12-and-Under Zonal Team

Computer/Technical Skills

- Webmaster for MNTC's website; Designed and programmed entire site from scratch
- Knowledgeable with EVA, TDM, Microsoft Office XP, HTML Authoring, Java Scripting, Explorer, Netscape, Adobe Acrobat, Adobe Elements

Awards/Other Certifications

- USRSA Master Racquet Technician
- 2002 USPTA Mid-Atlantic Seminar Contest Winner

5/96 – 2/99 **Tennis Professional** – City of Tallahassee Parks & Recreation Dept. (TPRD), Tallahassee, FL

Initiated Adult Tournament Training program, achieving maximum participation upon inception

EDUCATION B.S. Sport Administration – Florida State University, 1997