



BRAYDEN KELLEY

PGA GOLF MANAGEMENT STUDENT



PERSONAL PROFILE

DEDICATED TOWARDS GROWING THE GAME OF GOLF IN EVERYTHING I DO. AS A RECENT GRADUATE OF THE UCCS PGA GOLF MANAGEMENT PROGRAM, MY GOAL IS TO IMPACT THE GAME IN A POSITIVE WAY THAT CREATES A RIPPLE EFFECT ON THE FUTURE OF THE GAME FOR GENERATIONS TO COME.

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FRUITA, CO 81521

WORK EXPERIENCE



CITY OF GRAND JUNCTION GOLF COURSES , GRAND JUNCTION, CO , MAY 2024 - PRESENT . LEVEL 3 INTERN GOLF PROFESSIONAL

- Ran the West Chapter Junior Aces Golf Tour with over 100 high level junior golf participants ages 11-18, playing 16 golf tournaments around Western Colorado and Eastern Utah
- Led a team to teach the City Junior Aces Golf League. Coached over 50 juniors ages 6-18 throughout an 8 week program
- Develop Golf Genius Golf Hub websites for both the junior programs, helping signing up a record amount of golfers
- Planned, executed, and scored 3 golf leagues (mens, ladies, and seniors) from May until Septmeber using the Golf Genius Software with over 800 combined players and more than \$300,000 in payouts
- Assisted in day to day operations for 2 city golf courses averaging 70,000 total rounds per year and \$300,000 in merchandise sales
- Coached 40 ladies in short game and full swing during the Colorado Golf Associations summer ladies clinics in Western Colorado
- Curated a newsletter using the Member Sports POS Software sent out to 1500 contacts each week
- Assisted in the planning and execution of the 73rd Annual Rocky Mountain Open - the oldest open golf tournament West of the Mississippi, with over \$100,000 in total payouts



THE MASTERS TOURNAMENT , AUGUSTA, GA , APRIL 2024 . SOUTH VILLAGE GOLF SHOP

- Assisted thousands of patrons in selecting merchandise in the Masters Tech section of the South Village Golf Shop
- Helped develop and curate merchandise displays nightly in preparations for the next days patrons
- Collaborated with PGA Professionals and Augusta National Employees to create a one of a kind experience for all patrons and players of the tournament
- Worked alongside South Village Golf Shop Directors the Saturday before The Masters to enable proper inventory control during the tournament
- Aided in efforts to sell millions of dollars of merchandise throughout the tournament



VALHALLA GOLF CLUB , LOUISVILLE KY , MAY 2021 - AUGUST 2021 AND MAY 2023 - AUGUST 2023 - LEVEL 1 AND LEVEL 3 INTERN GOLF PROFESSIONAL

- Coached over 30 juniors in a weekly golf program centered around the fundamentals of the game of golf
- Helped run weekly Member meet up games on Saturday and Sunday with thousands in prizes and over 50 players
- Collaborated with professional staff to set up and run club tournaments using Golf Genius Software
- Curated merchandise displays to help maintain a well-organized golf shop with monthly sales averaging \$160,000
- Assisted with the processing and merchandising of new products in the shop from over 15 companies
- Shadowed and assisted with lessons to gain experience and solidify teaching philosophies
- Assisted in coordinating efforts to welcome and assist hundreds of players and spectators for the 45th Annual Girls Junior PGA Championship



TRIBE GOLF, COLORADO SPRINGS, CO , MAY 2022 - JANUARY 2024 MANAGER AND DIRECTOR OF SOCIAL MEDIAS

- Developed a website using wix.com that averages 15,000 views per month
- Curated 2-3 weekly posts and videos on Instagram
- Started up a weekly golf league, and grew it to 40 weekly participants with over \$10,000 in prizes
- Executed back-end business projects such as data entry and point-of-sale integration
- Grew account engagement by over 150%
- Created business cards for faculty and staff using Adobe Photoshop
- Compiled weekly emails using Mail Chimp software that was sent to over 1000 contacts
- Used Canva and Photoshop to develop promotional materials for their storefront



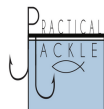
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THE CLUB AT FLYING HORSE , COLORADO SPRINGS, CO , MAY 2022 - AUGUST 2022 SEASONAL ASSISTANT / LEVEL 2 INTERN GOLF PROFESSIONAL

- Coached 30 juniors and assisted in tournament operations for PGA Junior League
- Utilized Golf Genius Software to plan, run and evaluate 3 member leagues and 10+ tournaments including the 140 person Member Guest
- Assisted members in making tee times and purchasing products using the Jonas Management Software
- In charge of monthly Couples Corral tournament, weekly Thursday Ladies League, and bi-weekly Mixed Doubles tournament
- Delivered regripping and repair services for 100+ golf clubs at members' request



PRACTICAL TACKLE LLC, FRUITA, CO , NOVEMBER 2016 - NOVEMBER 2022 OWNER AND CEO

- Ceo and Owner of business started while in the Young Entrepreneurs Academy
- Won the National Saunders Scholar Award in 2016
- Competed in a national Shark Tank-style event for Young Entrepreneurs and received over \$2,500 in funding
- Sold over \$5,000 worth of product the first 2 years via online, trade sales, and farmers markets

EDUCATION

UNIVERSITY OF COLORADO COLORADO SPRINGS (2020-2024) - 3.6 GPA -
ACQUIRED A BACHELOR OF SCIENCE IN BUSINESS - PGA GOLF MANAGEMENT PROGRAM
UCCS AACSB ACCREDITED COLLEGE OF BUSINESS

FRUITA MONUMENT HIGH SCHOOL(2016-2020)- 4.15 GPA
ENROLLED IN HONORS AND AP CLASSES
STUDENT BODY VICE PRESIDENT SENIOR YEAR

ACTIVITIES

PGA Golf Management Program (2020-2024):

Served as program **President 2024**, Served as program Secretary 2021, member of executive board all 4 years, passed PGA PAT, orchestrated program wide events and tournaments, Elected Freshman Class Representative 2020.

Video Production (2020-Present):

Created a viral video highlighting the impact a disabled golfer at the course had on me and the people of the community. The video was later highlighted by the national media as well as PGA Professionals such as Greg Norman, Jordan Spieth, Tommy Fleetwood and others

Young Entrepreneurs Academy (2016-2018):

Started own business, National Saunders Scholar Award Winner, Competed in national business competitions.

ACCOMPLISHMENTS

- UCCS PGM STUDENT OF THE YEAR AWARD RECIPIENT (2024)
- SERVED ON UCCS PGM EXECUTIVE BOARD AS: PRESIDENT (2024), SECRETARY (2022-2023), AND FRESHMAN REP (2021)
- UCCS COLLEGE OF BUSINESS DANIELS FUND ETHICS AWARD RECIPIENT (2021)
- UCCS PGA GOLF MANAGEMENT SCHOLARSHIP RECIPIENT (2021/2022/2023)
- 2 TIME PGA OF AMERICA, (PGA WORKS) SCHOLARSHIP RECIPIENT (2020-2021)
- FMHS STUDENT OF THE YEAR (2018)
- GRAND JUNCTION YOUNG ENTREPRENEUR OF THE YEAR (2017)
- NATIONAL YOUNG ENTREPRENEURS ACADEMY SAUNDERS SCHOLAR (2016-2017)



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REFERENCES

TIM TAFOYA, PGA

Director of Golf, City of Grand Junction Golf Courses

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(402)-202-7700

KYLE CRAMER, PGA

Head PGA Professional, Valhalla Golf club

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LEIGHTON SMITH, PGA

Owner, Tribe Golf / 2022 Colorado PGA Teacher of the Year

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CODY CARLSON

Personal Reference,

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