
Kate Baker

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PROFILE

- Focused manager with broad experience in entertainment, publishing, and academic industries.
- Proven problem solver with a track record of helping companies make money and turning around failing businesses.
- Effective communicator with exceptional people skills—*“I love people, and people make a business, whether they are customers or staff.”*

EXPERIENCE

GENERAL MANAGER / STORE MANAGER (2005 – present)

GlowGolf (formerly Jungle Putt), Colorado Springs, Colorado

Successfully manage the operations of two family amusement centers offering several 18-hole miniature golf courses and party rooms in two local shopping malls. Accountable for profit and loss of operations and development of processes and procedures for staffing, inventory management, merchandising, sales, customer service, and record-keeping. Create marketing plans and recommend advertising placement using television, radio, coupons, flyers, and entertainment books. Advise the National Marketing Director on advertising programs that work locally. Hire, supervise, mentor, schedule, train, and evaluate the performance of eight sales and customer service associates. Forecast and order all inventory, customize merchandise assortment to the market, and coordinate the annual inventory count. Analyze sales to focus on fast-moving merchandise. Coordinate with management of the area's largest mall on issues relating to space maintenance.

Key Accomplishments:

- Reorganized, restocked, and cleaned the facility, renovated signage, and revamped the store's image. Created a fresh, upbeat, customer-friendly environment that appealed to a broad range of people and attracted a wide demographic.
- Turned around the store from an annual loss into a profitable operation that now places number two in the nation (following the flagship Nashville store).
- Ran the business with an entrepreneurial spirit. Developed and implemented best practices and procedures that consistently improved the profitability of the store.
- Earned recognition from local media in 2007, including “Best Miniature Golf Course” by *The Gazette* and “Sweet Spot” by *The Independent*.
- Improved existing accounting procedures and forms; implemented a system of checks and balances to ensure employee accountability, which resulted in zero profit loss.
- Created store closing forms, party procedures and forms, coat check processes, and security procedures to ensure child safety.
- Achieved maximum sales potential by developing innovative programs that were consistently adopted across all stores nationally, including:
 - Fund-raising programs—Co-marketing, ticket sales, donating a percentage of sales to nonprofit organizations that participate, and direct donations. Initiated and organized fund-raising programs for local nonprofit organizations.
 - Cross-marketing programs—Collaborated with Carmike Cinemas for movie promotions, Colorado Springs Auctions (Web-based), Build-a-Bear Workshops, Pet City, mall employee discounts, and other programs.
 - Birthday parties—Developed a new pricing structure, menus, and amenities. Brightened the space to make it more fun and appealing.
 - Mobile games—Recommended taking the store on the road to the county fair, home shows, boat and RV shows, Spring Spree, and other local events, raising brand awareness and annual revenue.
- Initiated customer service standards for the store and built customer loyalty by improving employee customer service skills and taking action on customer complaints.
- Trained staff how to sell and to provide exceptional customer service with strong product knowledge. Selected to train store managers and district managers throughout the company.
- Lowered annual staff turnover through employee development, competitive wages, and incentives.

FINANCIAL AID OFFICER (1999 – 2001)

DeVry University (formerly Denver Technical College), Colorado Springs, Colorado

Provided financial aid counseling to domestic and international students, and processed student financial paperwork. Oversaw scholarship, grant, and loan programs, including Federal and State grants/loans. Gathered information and coordinated financial aid resources for students and parents. Used strong decision-making, organization, and coordination abilities, as well as proven interpersonal skills and the ability to be an effective communicator and motivator.

- Explored creative ways to finance college educations through grants, scholarships, and student loans.
- Analyzed complex information to determine whether students qualified for various programs and helped them to find resources to finance the remainder.
- Researched the generational attitudes of clients and their parents in order to relate to them better.
- Appointed to the committee responsible for creating a student liaison position to address issues/needs and improve relations throughout the university.

EXPERIENCE
(continued)**ACCOUNT MANAGER** (1996 – 1999)**MedLogic Global Corporation**, Colorado Springs, Colorado

Sold innovative new technologies for wound closure to oncologists, nursing homes, hospital administrators, cancer clinics, wound clinics, and directly to patients. Supported three outside sales representatives, helping them to manage their territories in six states.

DAILY COMMERCIAL RECORDER (1994 – 1996)**Primetime Publishers**, San Antonio, Texas

Promoted subscriptions for a daily legal newspaper to both new and existing accounts in an assigned territory. Generated new business by cold calling, networking, and participation in trade shows. Researched each client to determine their needs, and developed targeted sales presentations to capture significant market share.

Key Accomplishments:

- Succeeded in increasing subscriber rates by 30% in the first three months, generating significant new annual revenue.
- Developed ways to broaden the market in San Antonio and other cities.
- Demonstrated expertise in all aspects of market analysis, product knowledge, and consultative selling.
- Collaborated with the publisher to design a new logo and signage.
- Promoted to *The Herald* to design and sell advertisements to local businesses.

ACCOUNT MANAGER, R&D CLERK I (1989 – 1994)**Shepard's McGraw-Hill**, Colorado Springs, Colorado

Rapidly promoted to Account Manager responsible for selling books to law firms and government agencies in Ohio, Southern Illinois, Indiana, West Virginia, and Alaska. Cold called on prospects by telephone and helped outside sales reps manage their accounts. Originally hired as a Clerk to confirm citations by reading cases to determine if citations were present and correct. Gathered research on what would work on the Web and beta tested new software.

Key Accomplishments:

- Selected for the President's List for exceeding sales goals by 162% during the first month as an Account Manager.
- Consistently exceeded quotas by an average of 116% each month.

EDUCATION**BACHELOR OF SCIENCE, BUSINESS ADMINISTRATION** (1994)**Regis University**, Colorado Springs, Colorado

- Emphasis on Management and Marketing
- Minor in Psychology

PROFESSIONAL DEVELOPMENT

- Negotiations and Deal Making, MedLogic Global Corporation (3 days)
- Michael Cole Marketing Seminar
- Gorilla Marketing Seminar
- Danni Johnson Building Your Business audio series

COMPUTERS

Proficient in Windows, MS Word, Excel, PowerPoint, Access, Outlook, and Internet Explorer

VOLUNTEER

- Volunteer, Make-a-Wish Foundation—Helped plan and actively participated in a variety of fund-raising events and wish granting.
- Volunteer, Marion House Soup Kitchen—Helped to prepare and serve meals and clean up.
- Volunteer, Dress for Success—Coached women how to assemble appropriate clothing to wear to job interviews.
- Volunteer, Pikes Peak Ascent and Marathon—Greeted and checked in participants for the symposium, gave them racing packets for the events, answered questions, and assisted them at the finish line of the marathon.
- Volunteer, Salvation Army—Collected more than 500 gifts for the Angel Tree gift program. Served as point of contact for donors and volunteer staff at the Chapel Hills Mall.
- Volunteer, Ecumenical Ministries of Colorado Springs—Initiated a program to adopt a needy family during the holiday season, organized the collection, and delivered the donations.
- Volunteer, San Antonio Women's Shelter—Counseled women in crisis, and provided much needed supplies.
- Volunteer, University of Missouri Fine Arts Day—Worked directly with developmentally disabled adults, helping them to perform in the fine arts workshop.