

ISAAC CALDEN, PGA



CONTACT

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- www.IsaacCalden.com

RELATED SKILLS

- Golf Schools & Group Instruction
- Lesson Plan Development
- PGA Modern Coach & ADM Certified
- Launch Monitor Proficient
- Scheduling & Sales Software
- Digital Marketing & Web Design
- Verbal & Written Communication
- Microsoft Office / Google Workspace

EDUCATION

- University of Colorado Colorado Springs** 2016-2020
PGA Golf Management
Bachelors of Science in Business - Business Administration
Alpha Lambda Delta Honors Society
PGM Student Society President 2018/19
PGMSS Tournament Committee 2017/18
- Estes Park High School** 2012-2016

VOLUNTEER HISTORY

- The First Tee of Pikes Peak 2016 - 2020
 - Led High School Girls Golf Clinics 2019
- Olympic Committee FLAME Golf Clinic 2019
- Linkers Junior Golf - Cherokee Ridge 2019
- PGA Junior League Coach - Valley Hi 2018
- Colorado Springs School for the Deaf & Blind Golf Instruction Series 2018
- Estes Park Junior Golf Camps 2015



PROFILE

Dynamic PGA Member with expertise in developing fun, social, and results-driven instructional programs that foster member engagement and retention. Passionate about creating a thriving golf community through simple, effective teaching that delivers undeniable results. Dedicated to building lasting relationships, leaving a positive legacy, and inspiring members to excel both on and off the course.

WORK EXPERIENCE

Director of Instruction, Instructor, Office Manager

Golf Made Simple, Inc. Sept. 2022 - Present

- Improved existing curriculum and created successful new 1, 2, & 3 Day 'Refresher Classes' driving an additional \$50,448 thus far in 2024
- Personally taught over \$300,000 worth of golf schools in 2023
- Oversaw the recruitment, hiring, and training of four new instructors
- Made major improvements to the website, CRM software, sales/booking process, bookkeeping software, digital marketing, and business efficiency
- Coached golf schools with 1-4 golfers and fostered relationships with golf, restaurant, and hotel operations at seven partner facilities

Head Golf Professional

XGolf Denver | Denver, CO Jan. 2021 - Aug. 2022

- Oversaw 5-8 employees for simulator and food & beverage management
- Used Swing Catalyst technology and to go from 0 to over 40 recurring lesson packages and placed 6th in the nation for lesson sales in 2021
- Facilitated up to 4 weekly leagues with 30 to 42 players per league in addition to tournaments, special events, and group clinics
- Set up new Callaway account and was trained in Callaway club fitting

Instructor, PGA Golf Management Intern - Level 3

Golf Made Simple, Inc. | Palm Desert, CA May 2020 - Dec. 2020

- Adapted and diversified my skillset to include web development, CRM software management, digital marketing, sales, and business administration
- Expanded online instruction to add revenue streams and value for our golfers

Instructor, PGA Golf Management Intern - Level 2

Golf Made Simple, Inc. May 2018 - Dec. 2018

- Personally taught over \$220,000 in golf school revenue with over 140 diverse golfers and over 1,200 hours on the lesson tee in NY, FL, and CA
- Completed a five week, 240 hour GMS instructor training, a 30 hour instructor team training weekend, and engaged in weekly instructor education meetings

PGA Golf Management Intern - Level 1

Eagle Ranch Golf Club | Eagle, CO. May 2017 - Aug. 2017

- Experienced all aspects of the golf operation including teaching, outside services, tournament operations, club repair, and golf shop duties
- Played a key role in the junior golf programs including The First Tee Eagle Country, High School Camps, and 'Small Champions'; an organization that empowers children with disabilities through sports and recreation

Junior Golf Instructor & Outside Services

Estes Park Golf Course | Estes Park, CO. May 2016 - Aug. 2016

- Lead coach for Junior Golf groups ages 6 to 12, maintained carts & range