

ADAM GARR

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Skills Summary

Passionate storyteller with video and written content across multiple media sources

Industry communication leader and small business owner

Leadership, marketing and sales expert with proven track record

Education

Michigan State University, East Lansing, Michigan

Golf Turfgrass Management Certificate, 2003

University of Michigan, Dearborn, Michigan

Bachelor of the Arts in English, Graduate with Distinction, 2001

Experience

COURSE CARES

Owner / 2023 to Present

- Create original content for the golf industry including member communications, team recruiting videos, aerial imagery, and educational content
- 450% revenue growth from 2023 to 2025
- Freelance video producer for multiple industry partners including BESTSAND, Bunker Solution, Ocean Organics, and SiteOne

SYNGENTA PROFESSIONAL SOLUTIONS

Territory Manager / 2015 to 2022

- Grow territory by nearly \$3M in new business sales in 6 years in field
- Leverage relationships with hundreds of turf professionals to drive new business
- Support turf professionals with technical support and continuing education
- Manage \$100k variable spending expense budget to strengthen relationships

PLUM HOLLOW COUNTRY CLUB

Golf Course Superintendent / 2003 to 2015

- Lead a diverse and cohesive team of 20+ individuals to meet or exceed member expectations in the field
- Develop and manage \$670k operating budget
- Involved in every aspect of daily operations through daily communication with general manager and board of directors

PROFESSIONAL QUALIFICATIONS

Proficient in drone technology, videography, video editing, and copywriting

FAA Part 107 Commercial UAS Pilot 2024-2028

Board of Directors, Michigan Golf Course Superintendents Association, 2020-2022

Michigan Test for Teacher Certification, Certified in English, 2020

DIGITAL FOOTPRINT

Website: www.coursecares.com

YouTube: @CourseCares4You

Instagram/LinkedIn: @CourseCares