

# Connor Martel

Sylacauga, AL

connormartel@gmail.com 404-983-1070

---

## SUMMARY

Experienced Turf professional with multiple levels of sales and client interaction. Experience in high end golf courses and commercial landscape as well as sales and customer service. Looking for a career with opportunity for career advancement. Willing to relocate as soon as possible

---

## EDUCATION

**Mississippi State University** College of Agriculture and Life Sciences

Major: Agronomy

Concentration: Golf and Sports Turfgrass Management

May 2017

---

## PROFESSIONAL EXPERIENCE

**Farmlinks at Pursell Farms** Sylacauga, AL

May 2024-Present

*Assistant Superintendent*

- Manage a crew of 20+ in season and 9 full time employees off season to maintain course conditions consistent and playable throughout the year as the #1 all access golf course in Alabama and top 50 golf resort in the United States
- Plan and apply pesticides and fertilizer program with multiple different applications throughout the year
- Onboard and train new employees to be detail oriented and safety minded while being professional and courteous to all golfers, guests, and ownership
- Diagnose and repair irrigation issues as well as plan nightly irrigation to promote healthy turf
- Work with contractors and crew to complete capital improvements to improve playability and aesthetics
- Observe and maintain soil moisture levels with hand watering and overhead irrigation to promote healthy turf growth
- Complete as well as supervise cultural practices such as topdressing and aerification

**Solina Golf Club** West Columbia, SC

July 2023-Present

*Assistant Superintendent*

- Assist in the complete renovation and reconstruction of a failed public course into a premier private golf club in the Columbia Area without the use of an architect or golf course construction contractor
- Supervise the installation of over 300 truckloads of Tahoma Bermudagrass, Tif Tuf Bermudagrass, and Centipedegrass
- Train a crew of 20+ who have never worked on a golf course before to properly and safely use all machines needed to maintain a top tier golf course
- Help complete the irrigation install of the Toro 2-wire irrigation system with Toro Infinity series heads as well as butt-fuse HDPE and completely wire heads and add to the software system
- Complete all pesticide applications as well as fertilization on all turf areas both newly established and pre-existing
- Plan and utilize daily tasks to make sure the completed holes are maintained properly while simultaneously completing construction on the golf course
- Observe and maintain soil moisture levels with hand watering and overhead irrigation to promote healthy turf growth
- Complete as well as supervise cultural practices such as topdressing and aerification

**Tradesmen International** Columbia, SC

September 2022-May 2023

*Account Executive*

- Provided solutions for clients to fill needs with available and skilled trade staff on an as needed basis
- Managed a territory of 100+ past and current clients in the Columbia, SC area well as prospect contractors and sub-contractors to find out staffing needs
- Followed up weekly at each jobsite to make sure staffing needs are handled with current and potential clients
- Cold called prospective clients and make remarks on accounts and leads in Salesforce daily
- Worked with the project coordination department to find trade workers to match with clients' needs for specific job scope

**Total Quality Logistics** New Orleans, LA

February 2021 – August 2022

*Logistics Account Executive*

- Saw through shipments from start to finish as sole point of contact from order to delivery
- Prospected businesses all over the United States, Canada, and Mexico and close new business while finishing out top 400 of 6000 brokers company-wide each quarter since entering sales in August 2021
- Sold customer's loads to carriers as well as worked with carriers, shippers, and receivers, to deliver on time
- Quote Trucking rates in the near future as well as keep the capacity that is expected even when fuel prices rise and pandemics shut the world down

- reached sales success less than one year after leaving a 1.2 million-dollar mentor account

**New Orleans Power Sports** Kenner, LA

August 2019-February 2021

*Senior Sales Associate*

- Sold powersports brands from first meet or call to financing and delivery of over 25 units per month
- Communicated with the parts and service departments with new sales to order parts and prepare units with the service department as well as complete and entire walkaround of unit to make sure customer is knowledgeable about product and will operate unit safely
- Used the ability of sales and follow up to assist the dealership in becoming the Sea-Doo regional dealership of the year

**Rotolo Consultants Inc** Slidell, LA

September 2018-July 2019

*Area Manager-New Orleans Metro*

- Oversaw 3 crews with 9 total employees for a \$800,000+ dollar budget
- Trained and advised new and existing employees to complete services efficiently
- Created weekly schedules and punch lists to guide employees to create aesthetic pleasing environments while staying in budgeted hours and monthly schedules of services
- Communicated with clients on a weekly basis to keep them up to date on services and look to complete any requests from clients and / or residents and superiors
- Oversaw operations on properties that included spray technicians, irrigation technicians, and subcontractors to make sure jobs in every area of the business are done to the highest standard and expectation
- Diagnose, mix, and spray of landscapes and distinguish the difference between turf types, horticultural diseases, different plant types and other issues that can come to be on a commercial property
- Sold to clients and presented opportunities to make the landscape more aesthetically pleasing as well as irrigation fixes, spray programs, and subcontractor needs such as tree trimming
- Communicated with vendors and nurseries to order plants and other products that are needed on a landscape
- Communicated with Regional Manager with weekly needs and happenings within the market as well as report market updates to pass along to Divisional Manager and Vice President of Operations

**Green King Spray Services** Olive Branch, MS

May 2017-May 2018

*Spray Technician, Customer Service Manager*

- Fertilized and applied pesticides on residential and commercial landscapes across North Mississippi and West Tennessee
- Completed over \$18,000 in production every month, completed customer service calls and assisted with managing other Technicians
- Diagnosed and treated lawns with diseases and physical damage while working with customers to make their landscapes beautiful
- Loaded 18 trucks a day with chemicals that if mixed incorrectly would severely damage lawns and calculated correct gallons per acre that needed to be sprayed for different types of applications
- Trained new employees on how to spray, how to diagnose problematic areas of landscapes, and distinguish the difference between turf types
- Designed how Christmas lights would be placed on houses to maintain aesthetic balance in installation and maintenance

**References**

---

**Troy Thrall**

General Manager, Solina Golf Club (803)348-7922

**Enrique Martinez**

Bilingual Manager-member service center, Hagerty Insurance (626)319-8009

**Steve Schnitzer**

Partner/General Manager, New Orleans Power Sports (504)461-0011

**SKILLS**

---

- |                            |                              |                        |
|----------------------------|------------------------------|------------------------|
| • Training and supervision | • Logistics                  | • Landscape management |
| • Disease diagnosis        | • Business to business sales | • Social media         |
| • Pesticide application    | • Client retention           | • Equipment operation  |
| • Communication            | • Salesforce                 | • Account management   |
| • Customer Service         | • Client communication       |                        |