MEMBERSHIP MEDIA OPERATIONS

BEAU HAGAN

Seven years running retention, events and support for brands people are loyal to.

CONTACT

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Cardiff, CA

EDUCATION

B.A. Applied Arts and Sciences in Communication
San Diego State University

MEMBERSHIP & RETENTION

Cancellation recovery, save flows, renewals, member gifting, subscription billing (WooCommerce, Stripe), member communities

EVENTS

Registration, waitlists, cancellations, member gifting, vendor coordination, on-site operations, multi-day member trips

CUSTOMER SUPPORT

Zendesk, custom macros, multi-channel (email, phone, live chat, social, Discord)

E-COMMERCE & OPERATIONS

WooCommerce, Shopify, ShipStation, Klaviyo, Stripe, PayPal, order management, fulfillment, inventory

AI & AUTOMATION

Claude AI, GPTs, workflow automation

PROJECT MANAGEMENT

Asana, Slack, Typeform, Google and Microsoft Suite

CONTENT & MARKETING

Figma, Canto DAM, landing pages, video production, social growth, influencer partnerships

INDUSTRY

Surfboard construction and performance, golf shaft technology, contest operations, ambassador programs, event management

WORK EXPERIENCE

The Golfer's Journal

2025 – PRESENT

MEMBERSHIP SERVICES & OPERATIONS ASSOCIATE

- Improved membership save rate from 20% to 30% through custom macros built for the most common churn scenarios, contributing to net growth of 3K to 4K members in one year across a 30K+ member base
- Supported 40+ member events a year in the US and abroad, owning registration, member gifting, cancellations, event email, and on-site coordination. Filled all spots at Rustic Canyon (110 players, $375 each), Pinehurst (70 players, $3,000 each) and a 40-person, 5-day trip to Punta Mita
- Built an AI-powered support skill that automated 40% of inquiry responses in brand voice, doubling daily throughput and freeing the team for complex member issues
- Partnered cross-functionally to build 100+ landing pages for e-commerce and national events, improving checkout and registration across memberships, tickets, and apparel
- Handled 150+ inbound sales inquiries weekly across memberships, apparel, and events, converting conversations into consistent DTC revenue
- Owned end-to-end order management for e-commerce and corporate concierge accounts, including bulk and gifting orders for Charles Schwab, Titleist, and IMA Financial Group
- Ran regular inventory audits across WooCommerce and ShipStation for stock accuracy and on-time delivery

KBS Golf Shafts

2023 – 2025

MARKETING ASSOCIATE

- Grew @kbsgolfx on Instagram 271%, from 7K to 26K followers, contributing to the brand's highest sales year to date
- Scaled @kbsgolfshafts 33%, from 76K to 101K, through consistent, brand-aligned, athlete-driven storytelling
- Launched and sustained Wedge Wednesday, a two-year weekly content series that sold featured wedge builds within minutes to days, driving recurring online revenue and foot traffic to the KBS Gold Experience
- Activated athlete partnerships with Cameron Avery, Chris Trott, and Roger Steele, generating 100K+ engagements

Catch Surf

2018 – 2023

ASSISTANT MANAGER · WAREHOUSE → SALES → SUPERVISOR

- Managed schedules and performance reviews for a team of 4, consistently hitting sales targets 35% above goal while supporting the Division Manager on payroll and budget oversight
- Produced video content for 5+ annual in-store events, driving 150+ attendees per event
- Executed Catch Surf flagship events including Foam Wreckers and Camp Shred, managing on-site logistics, setup, and operations
- Grew from warehouse fulfillment and ShipStation order processing into a product expert known for driving sales through deep knowledge of surfboard construction and performance