

---

# CANDICE M. WORKMAN

---

---

4014 Savannah Street, D, Hattiesburg, MS 39402 ♦ C: 303-870-5969 ♦ coachcandi@jumpin-gym.com

---

## PROFESSIONAL SUMMARY

---

Goal-oriented and energetic beam and floor coach/choreographer capable of effectively motivating athletes with enthusiasm and encouragement. Extensive educational and professional background in dance, event management, marketing, business ownership and leadership.

---

## SKILLS

---

- Business development
- Public relations
- Revenue generation strategies
- Campaign development
- Community outreach
- Promotions and contests
- Budgeting and forecasting
- Project management
- Natural leader
- Organized
- Collaborator
- Adaptable
- Critical observer
- Problem solver
- Self-motivated
- Team liaison

---

## WORK HISTORY

---

**Owner/President/Coach, 06/2012 to Current**

**In'Finite ArtSports, Inc. dba Jump'In Gymnastics & Tumbling – Purvis, MS**

- Coach floor and beam, Levels 1-10.
- Develop training plans to ensure athletes peak at end of competition season.
- Spot beam series and skills.
- Create and implement strategic marketing plan focused on radio, TV, print, digital, and promotional events.
- Cultivate and manage relationships with key clients, vendors and community partners.
- Manage project deadlines and monitor milestones through completion stage.
- Produce budgets and monitor spending using Quick Books Online.
- Manage accounts payable and receivable.
- Administer all aspects of human resource management
- Write, edit and implement employee handbook which reflects company vision, mission and core values.
- Develop employee motivation programs.
- Facilitate and lead all staff meetings focusing on company and team goals.
- Increase enrollment, retention and employee and customer satisfaction.
- Organize, market and manage large gymnastics competition with 550-650 athletes and over 1500 spectators.
- Create special events that engage clients and promote student participation.

**Executive Manager and Co-Head Gymnastics Coach, 01/2012 to 05/2012**

**Olympic Warrior Gymnastics Academy – Purvis, MS**

- Coached floor and beam, Levels 1-10.
- Partnered with co-head coach to create training plans for floor and beam.
- Created and implemented new marketing strategies.
- Researched and coordinated community and promotional events.
- Evaluated staff performance and student retention.
- Point of contact for newspapers, radio and television interviews.
- Wrote marketing materials and brochures.
- Scheduled staff coaching hours, shifts, event rotations, and classes.
- Maintained facility.
- Developed, organized and managed camps, clinics, outreach programs and performances.
- Organized and managed staff development training and rewards programs.

**Gym and Human Resource Manager/Recreational Gymnastics Director, 08/2005 to 12/2011**

**Airborne Gymnastics & Dance – Longmont, CO**

- Coached floor and beam, Pre-Team to Level 10.
- Managed all aspects of human resources including payroll and updating staff manuals.
- Evaluated staff performance and student retention.
- Scheduled and participated in interviews with newspapers and television.
- Wrote client and staff newsletters.
- Assisted with writing marketing materials and brochures.
- Created special events engaging students, employees and customers.
- Scheduled staff coaching hours, shifts, event rotations, and classes.
- Maintained facility appearance and equipment.
- Administered follow-up calls for all accident reports.
- Assisted with budget preparations and operate within or below budget allocations.
- Developed, organized and managed camps, clinics, outreach programs and performances.
- Organized and managed staff development training and rewards programs.
- Hired and arranged travel and lodging for special guest coaches and clinicians.

**Gymnastics Meet Director, 08/2010 to 12/2011**

**University of Denver – Denver, CO**

- Managed and directed the 2011 NCAA North Central Regional Championships.
- Followed NCAA competition rules and policies.
- Developed meet director manuals and procedures.
- Worked closely with marketing and ticketing increasing audience attendance.
- Coordinated with facility operations ensuring safety of spectators and athletes.
- Followed budget plans.
- Developed relationships with local gymnastics clubs.
- Organized volunteers who assisted with home competitions and provided pre/post-game entertainment.
- Communicated with officials and visiting teams regarding meet details and logistics.
- Organized and lead game event management meetings.

---

**CHOREOGRAPHY**

---

**Floor and Beam Choreographer, 10/2006 to 8/2010**

**University of Denver - Denver, CO**

- Created floor and beam routines based on NCAA composition rules and requirements.
- Consulted with athletes on music selection and style.
- Provided song choices that engaged fans and judges.
- Chose music cuts creating original floor music.
- Worked with sound engineer creating clean and precise music.

**Floor Choreographer, 7/2017**

**Iowa State University - Ames, IA**

- Created floor routines based on NCAA composition rules and requirements.
- Consulted with volunteer coach on music selection and style.
- Collaborated with athletes and customized their performance style.

**University Summer Camp Choreography and Dance**

- University of Georgia - 2014 to 2017
- University of Alabama - 2017
- Louisiana State University - 2015 and 2016

**Head Floor and Beam Choreographer, 6/2012 to Current**

**Jump'In Gymnastics & Tumbling - Purvis, MS**

- Create floor and beam routines based on USA Gymnastics rules.
- Select music that highlights athletes' abilities and personalities.
- Choose music cuts creating original floor music.
- Work with a sound engineer ensuring cohesive and fluid music.

## **Other Private Gymnastics Club and Individual Athlete Choreography**

- Floor and Beam, Airborne Gymnastics - Longmont, CO
- Floor, Leah's Gymnastics & Cheer - Benton, AR
- Floor, Calvin Twisters - Decatur, AL
- Floor, Cypress Point - Ponchatoula, LA
- Floor and Beam, Olympic Warrior Gymnastics - Purvis, MS
- Floor, Lakettes - Erie, PA
- Floor and Beam, Xtreme Altitude - Lafayette, CO
- Floor and Beam, Premier Gymnastics – Berthoud, CO
- Floor and Beam, Pittsburgh Northstars – Wildwood, PA

---

## RELEVANT EXPERIENCE

---

### **Meet Director, USA-Gymnastics Collegiate Nationals and Midwest Independent Championships - Philadelphia, PA and Shreveport, LA**

- Worked closely with attending university SID's, USA Gymnastics representative and national judges.
- Communicated with participating university head coaches about meet procedures and rules.
- Conducted coaches' and judges' meetings which provided all pertinent pre-game information.
- Edited game scripts.
- Scheduled and organized practice sessions and game day competition rotations.
- Managed competitions using NCAA and USA Gymnastics Collegiate Rules and Policies.
- Problem solved scoring and judging issues.

### **Independent Consultant, Savage Elite Sportsplex – Denver, CO**

- Developed and wrote the staff and safety manuals, job descriptions and classified ads.
- Researched and developed marketing solutions.
- Scheduled and conducted interviews with potential employees.

### **Entertainment Director, Kevin Larson Presents – Denver, CO**

- Assisted with production of corporate marketing events including Red Bull, Harley Davidson and Ducati.
- Planned, organized and directed events with over 1500 attendants.
- Researched, booked and developed event entertainment and logistics.
- Operated within or below budget.
- Created themes and oversaw costume development for special events.

### **Dancer, Elitch Gardens – Denver, CO**

- Learned and performed dances with tumbling and lifts for the nightly fireworks show.

---

## EDUCATION

---

### **Bachelor of Science: Movement Arts Administration**

#### **Metropolitan University of Denver - Denver, CO**

- Business and Dance Concentrations
- Dance forms include Ballet, Pointe, Modern, Jazz, Tap, and Folk
- Business emphasis in Marketing and Management
- Coursework includes Speech and Communication, Event Project Management, Organizational Behavior, Organizational Management, Social Media and Multicultural Marketing

---

## AFFILIATIONS

---

- MS-USAG SAC Member
- USA Gymnastics Professional Member
- Area Development Partnership

---

## CERTIFICATIONS

---

- USA Gymnastics, Safety and Safe Sport
- USA Gymnastics, Meet Director
- CPR
- Hootsuite Platform