

CODY COOK

Franklin, TN | 330-309-4052 | codycook2552@gmail.com

High-performance coach and operations leader with 10+ years of experience transforming swim programs. Proven track record of increasing revenue by over 153%, developing novice swimmers into LSC qualifiers, and managing substantial department budgets. Expert in biomechanics, strength & conditioning, and team administration.

CORE COMPETENCIES

- **Coaching:** Senior & Age Group Training, Stroke Biomechanics, Seasonal Planning (Macro/Microcycles), Dryland & Strength Programming (NSCA/NASM standards).
- **Administration:** Budgeting & Financial Analysis, Staff Recruitment & Training, Team Marketing, Meet Hosting & Sanctioning.
- **Software:** Team Unify, Hy-Tek Meet Manager, Google Workspace (Docs/Sheets), Video Analysis Software.

PROFESSIONAL EXPERIENCE

LIFE TIME FITNESS | Franklin, TN **Head Swim Coach & Aquatics Operations Manager** | August 2024-Present

- **Program Turnaround:** Took over a struggling program and increased team roster from 7 to 91 swimmers (1200% growth) in under 1 year.
- **Revenue Growth:** Spearheaded a strategic revitalization of swim programming, resulting in a 153% Year-Over-Year revenue increase. On pace for an additional 50% increase in year 2.
- **Staff Management:** Recruited, hired, and trained a team of 5 coaches from the ground up; handle all scheduling, payroll, and continuing education.
- **Performance:** Qualified swimmers to the Southeastern LSC Championships for the first time in over 5 years.
- **Operations:** Manage department supply inventory, equipment budgets, and marketing campaigns to drive community engagement and membership sales.

BUCKEYE SWIM CLUB (BKYS) | Columbus, OH **Head 10U & Developmental Coach** | May 2023 – August 2024

- **Age Group Excellence:** Led the AG3 (10U) and Junior groups, producing over 10 Ohio State Qualifiers and 6 Central Zone Qualifiers in a single season.
- **Team Records:** Coached athletes to break 4 relay records and 2 individual records; led the team to a 2nd Place finish in the 10U Ohio Swimming Division (LCM & SCY).
- **Technical Innovation:** Developed and coded a proprietary application for distributing stroke analysis data to parents and swimmers, increasing technical retention.

- **Curriculum Design:** Created a comprehensive stroke progression curriculum for developmental swimmers.

CHATHAM UNIVERSITY | Pittsburgh, PA **Head Swim Coach** | *September 2022 – May 2023*

- **Collegiate Leadership:** Directed all aspects of the NCAA program, including writing practices for Sprint and Distance groups and managing travel logistics.
- **Recruiting:** Managed the full recruitment lifecycle, complying with NCAA regulations to scout and sign prospective student-athletes.
- **Budgeting:** Oversaw the team's operating budget, including equipment procurement, travel expenses, and apparel orders.
- **Strength & Conditioning:** Designed and implemented sport-specific weight training programs for all rostered athletes.

COLLEGE OF WOOSTER | Wooster, OH **Assistant Swim Coach** | *August 2019 – August 2020*

- **Elite Training:** Lead coach for an NCAA D3 National Qualifier and School Record holder (100 Breaststroke).
- **Training Design:** Wrote and conducted training for Sprint and Lower-Middle Distance groups with a focus on neuromuscular improvement.
- **Recruitment:** Coordinated visit days and communication strategies for prospective athletes.

EARLIER EXPERIENCE

- **GCSTO:** Level 1 Coach (2021–2022) – Built foundational skills for the 8-12 age group.
- **Canton City Schools:** Assistant Coach (2016–2019) – Developed strength programs and coached Junior National Champions/Qualifiers
- **St. Thomas Aquinas HS:** Assistant Coach (2016–2017) – Revitalized dryland programs and stroke progressions.

EDUCATION & CERTIFICATIONS

- **B.A. Exercise Science** | Malone University (2019)
- **Certifications:**
 - USA Swimming Coach Member (Good Standing)
 - NASM Certified Personal Trainer (CPT) & Performance Specialist
 - SafeSport, CPR/AED, and Safety Training for Swim Coaches