



NATHAN HENDRICKSON

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SUMMARY

PLNU graduate (BBA, Business Entrepreneurship) with a proven record of driving growth: founded and scaled a small business, grew a club location to full membership capacity, and led teams of 1,000+ people. Currently driving member experience and marketing strategy at Bermuda Clubs. Entrepreneurial mindset with a bias for action, now pursuing a B2B sales development role in tech or medical sales.

EXPERIENCE

Operations and Member Experience Coordinator - Bermuda Clubs 05/2025 - Present

- Grew Carlsbad location membership 100% (100 to 200 members, full capacity) by developing targeted marketing strategies and enhancing member engagement through social media and onboarding improvements
- Supported buildout and readiness of two new locations (Rancho Bernardo and Del Mar), then served in a frontline, member-facing role, building relationships and representing the brand to members
- Use AI tools to run competitive analysis on other clubs and platforms, informing marketing and member experience decisions

Creative and Marketing Director - YouPWR, Remote 05/2024 - Present

- Conceptualize and create mini-course educational e-books, videos, and online curriculum on leadership training
- Lead creative content production and marketing campaigns, including graphic design, video editing, and web design, to grow brand visibility and align with target audience
- Leverage AI tools for rapid web design and marketing builds, cutting development time

Car Detailer - Business Owner of Devoted Detailing 04/2020 - 08/2022

- Founded and led sales efforts for Devoted Detailing, a mobile car detailing business in Murrieta and Temecula, CA, growing to \$50K in net profit through door-to-door sales and converting inbound leads
- Managed weekly team meetings and supply logistics while maintaining client relationships across in-person and online channels
- Built and marketed the brand through Instagram, Facebook, and Yelp, using personal photography and film to drive client acquisition

LEADERSHIP

Lead Counselor - Hume Christian Camps - Hume Lake, CA 05/2026 - 08/2026

- Led and trained a team of counselors, overseeing the safety and experience of 1,000+ students weekly
- Planned camp activities and served as the key link between campers, staff, and leadership

Resident Assistant - PLNU, San Diego, CA 08/2024 - 05/2025

- Organized events and led conflict resolution for residents, fostering a welcoming, positive living environment
- Collaborated with a team of RAs to provide peer support and strengthen the residential community

EDUCATION

Point Loma Nazarene University: San Diego, CA Graduated Early December 2025

Business Entrepreneurship Major & Non-Profit Management Minor, Summa Cum Laude
Trustee's Scholarship Recipient
Student Leader - ALPHA / Kamp Love / Garage Worship

CORE SKILLS

Cold Calling & Outreach • Pipeline Generation • Meeting Setting • Client Acquisition • Relationship Building • Marketing Strategy • Competitive Analysis • Customer Service • AI-Driven Tools • Team Leadership