

# Daniel Crawford

## General Manager

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### Daniel Crawford

4020 SW 57th Ter  
Ocala, FL 34480

315.313.3977  
dan3crawford@gmail.com

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### Summary

Highly accomplished and results-driven General Manager with 15+ years of progressive experience in the RV industry. Proven expertise in driving significant dealership growth, optimizing operations, and leading high-performing teams. Exceptional skills in P&L management, sales and service leadership, and strategic marketing. Seeking a challenging General Manager position to leverage expertise and achieve significant business objectives.

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### Experience

#### A to Z RV Supercenter / General Manager

2024 - PRESENT, OCALA, FL

- Spearheaded all aspects of dealership operations, achieving a 500%+ increase in monthly RV sales within six months in a competitive market.
- Oversaw P&L management, inventory control, and staff development for a rapidly growing dealership.
- Developed and implemented customer satisfaction strategies that enhanced the customer experience and drove repeat business.

#### Optimum RV / National Director of Fixed Operations

2021 - 2024, OCALA, FL

- Directed fixed operations (service and parts) for a national dealer group, with full P&L responsibility for the Ocala location, consistently exceeding \$1 million in monthly service revenue.
- Provided strategic guidance and operational support to new dealership locations, ensuring consistent standards and profitability.

#### The Great Outdoors RV Superstore / General Manager

2009 - 2021, OCALA, FL

- Managed all facets of a multi-location RV dealership (up to 3 locations), including sales, service, finance, and marketing, contributing to significant revenue growth.
- Led the expansion of the dealership from a single location to three locations, demonstrating expertise in market analysis, site selection, and new store launches.
- Oversaw a large team and cultivated a positive and productive work environment.

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## Education

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### Ashworth College / Bachelor in Marketing

- Principles of Marketing
- Integrated Marketing Communications
- Marketing Research
- International Marketing

### Coopers Education / Graphic Communications

- Design: Arrangement and Color
- Intermediate Drawing
- Typography and Layout
- Intermediate Graphic Communication: Portfolio Development
- Advanced Graphic Communication: Professional Branding
- Motion Graphics

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## Skills

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**Leadership & Management:** Team Leadership, P&L Management, Operations Management, Strategic Planning, Business Development, Change Management, Performance Management

**Sales & Marketing:** Sales Management, Marketing Strategy, Business Development, Negotiations, Customer Relationship Management (CRM)

**Operations:** Inventory Management, Service Management, Parts Management, Process Optimization, IT Management

**Financial:** F & I Management, P&L Analysis & Balancing, Budgeting, Forecasting

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## References

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Available upon request.