



ANDREA FLORES

DIRECTOR OF RACQUET SPORTS



CONTACT



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Email

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EDUCATION

Bachelor of Arts in Communication Science

Universidad Nacional
Autonoma de Mexico

GPA: 4.0 Class: 2013



LANGUAGES

- English
- Spanish



RACQUET SPORTS

- Certifications: PTR, PPR, RSPA, USTA Coaching, Safe Play
- NTRP Rating: 5.0
- USTA Tournament Director
- Former Junior & Pro Circuit Player
- Stringing



SOFTWARE

- PMS Office and Google Suite.
- Quickbooks / Gusto Payroll
- Canva / Photoshop / CapCut
- Meta Business Suite
- Project Management Tools as Motion, Monday and Asana.

Passionate about growing tennis participation and guiding people toward healthier lifestyles. Strong collaborator who excels at working with diverse groups, embraces new challenges, and contributes as a team player to deliver measurable impact.



EXPERIENCE

➤ Racquet Sports Management Apprentice USTA National Campus

Orlando, FL
2025-Present

Selected for the inaugural USTA RSMA cohort—an immersive leadership program that develops tennis directors with business acumen and strategic growth tools; contributed to the launch of USTA Coaching and supported national initiatives to expand tennis via the American Development Model. Staff Pro for Padel, Tennis, and Pickleball.

➤ Staff Pro & Tournaments Director Valley Tennis Academy

Mission, TX
2023-2024

As Staff Pro, I deliver lessons for diverse ages and skill levels, manage tournaments (UTR and USTA), events, and leagues, and support the General Manager with administrative responsibilities.

➤ Director of Tennis & Marketing Cimarron Country Club

Mission, TX
2021-2023

Designed and implemented programs for multiple age groups and skill levels; organized lessons, tournaments, and events; served as Marketing Coordinator managing social media and community events.

➤ Independent Marketing Consultant

2017 - Present

I specialize in social media, project management, proofreading, copywriting, UX writing, and content generation. I am experienced with global agencies including Mirum, Young & Rubicam, and TBWA, working with global brands.

➤ Managing Partner

Genesis / The Tennis Depot

McAllen, TX
2019-2025

Managed full operations for a tennis equipment retailer and wholesaler specializing in racquet strings: oversaw warehousing, finances (AP/AR), international client relations, product development, and logistics.



COMMUNITY SERVICE & GROUPS

➤ USTA Local League Coordinator (LLC)

2023-2026

During my tenure as LLC, unique participants in RGV leagues increased by 18%, registrations rose 41%, and registered teams grew from 69 to 99.

➤ USTA Texas / Member Committee

2023-2025

Engaged member of the Hispanic Committee for USTA Texas.

➤ South Texas CTA / Board Member

2021-Present

Volunteer since 2021 and Board Member since 2024, responsible for volunteer recruitment for Tennis in Schools and for developing community events and pathways for junior players.