

Zac Nicholson

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Professional Summary

I'M A HIGHLY FOCUSED AND DETAIL-ORIENTED PERSON WITH AN EXCEPTIONAL RECORD OF REVENUE GENERATION AND SALES OPTIMIZATION. ABLE TO MANAGE MULTIPLE SIMULTANEOUS PROJECTS WITH HIGH EFFICIENCY AND ACCURACY. ADEPT AT WORKING INDEPENDENTLY OR MANAGING A PROFESSIONAL TEAM.

Experience

Verkada

San Mateo, California

ACCOUNT EXECUTIVE – MID MARKET

March 2020 – Current

- Ran the Madison and Milwaukee territory and won deals with top business such as the Milwaukee Brewers, Clarios, and Storage Masters
- Handled all aspects in closing sales each month, including preparing contracts, quotes, and technical demos
- Prospected for my own leads with sales tools such as ZoomInfo, LinkedIn Sales Navigator, Outreach, Salesforce, and Ring Central
- Built sequences to improve cold email outreach response rate by 47%
- Built a Python scraper to automate LinkedIn messaging, and adding contacts, improved webinar attendance by 64% vs no scraper

Pakible

San Francisco, California

ACCOUNT EXECUTIVE

Oct 2018 – March 2020

- Handled all aspects of closing over \$80k in sales each month, including preparing contracts and processing order forms
- Acquired top clients in the baby, sleep, women's chic clothing spaces, as well as many other top subscription companies
- Worked with the CEO to find ways to improve website/internal dashboard for clients use, and team
- Built out sales pipeline, cold emails, sequences, and techniques to improve cold response rate
- Build a Python scraper that would scrape websites to collect data, that could be leveraged on sales calls. The scraper saved 15-20 hours a week in prospecting time.
- Managed a full-cycle sales pipeline. Prospected, cold called, closed, managed, and up sold my own leads.

JSD Education

Wuqing, Tianjin, China

DIRECTOR OF BUSINESS DEVELOPMENT

May 2017 – June 2018

- Secured 1.2 million US dollars from over 200 investors across five counties: China, Hong Kong, Japan, Korea, and Thailand
- Informed current and potential partners about key business developments
- Collaborate with Marketing department to ensure proper branding
- Overhauled and enforced westernized company policies consistently and fairly
- Implemented and organized new business development initiatives
- Forecasted company goals on a quarterly basis

SwapOne

Bloomington, Indiana

CHIEF ADMINISTRATIVE OFFICER

Feb 2016 – Jan 2018

- Hired, managed, developed and trained staff, developed and monitored goals, conducted performance reviews and administered salaries for staff
- Provided expert clerical support to over 15 internal staff and management by answering phone calls, copying records, preparing deliveries and organizing incoming and outgoing correspondence
- Interacted with customers professionally by phone, email or in-person to provide information and direct to desired staff members
- Established efficient workflow processes, monitored daily productivity and implemented modifications to improve overall effectiveness of personnel and activities
- Kept physical files and digitized records organized for easy updating and retrieval by any team member with access
- Tracked and recorded team expenses and reconciled accounts to maintain accurate, current and compliant financial records

Speedy Penguin

Bloomington, Indiana

OWNER

Sep 2015 – May 2016

- Hired and directed four kiosk employees that resulted in maintaining sales performance of \$30,000 per month
- Adjusted sales promotion plans by analyzing market dynamic and customer insight
- Consistently worked with international suppliers and oversaw the inventory control to assure proper ordering of inventory
- Devised, deployed and monitored promotional approaches to boost long-term business success with optimal sales and profit levels.
- Stayed on top of current market trends to determine optimal pricing of goods and service to capitalize on emerging opportunities
- Conducted ongoing supplier evaluations to assess quality, timeliness, and compliance of deliveries, maintaining tight cost controls and maximizing business operational efficiency

Education

University Of Southern Indiana

BS IN SPORTS MANAGEMENT

Evansville, Indiana

Aug 2010 – May 2014