

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
