
PROFESSIONAL SUMMARY

Dynamic Sales Executive with a robust background in technology and a proven track record in driving revenue growth, market expansion, and strategic sales initiatives. Leverages over a decade of experience in technology, data analysis, and brand development to enhance sales processes, customer engagement, and product sell through. Skilled in crafting and executing effective sales strategies by utilizing technical proficiencies and data-driven insights. Demonstrates exceptional ability in leading high-performing teams, fostering client relationships, and achieving sales objectives with a focus on innovation and results. Eager to contribute expertise in sales leadership while integrating cutting-edge technology solutions to meet and exceed business goals.

CORE COMPETENCIES

- Data Engineering, Science, & Analysis
- Machine Learning
- Python, JavaScript, C#, SQL, R
- Tableau, iDig, Cognos, Salesforce, MS BI
- Artificial Intelligence Implementation
- Social Engineering
- Customer Data Science
- Excellent Writing and Oral Communication
- Business Intelligence
- Public Speaking

PROFESSIONAL EXPERIENCE

AUUNS, EDWARDSVILLE, IL, 2023

FOUNDER AND CEO

- Established LLC as a prerequisite for final proposal submission to National Science Foundation's America's Seed Fund.
- Developed an EdTech Platform leveraging technologies such as React.JS, MaterialUI, Node.JS, Express.JS, OpenAI API, and Firebase.
- Implemented scalable solutions targeting educational needs, utilizing PostgreSQL and Amazon Web Services.
- Currently developing an AI coaching tool named "StatSZN."

ORIGINAL GAME NETWORK, DAPHNE, AL, 2019 - 2022

FOUNDER AND GENERAL MANAGER

- Established and executed contractual promotion work with EA Sports Madden NFL, The NFL Network, and The American Heart Association on Twitch.tv.
- Founded and conducted general management of the company by supervising core strategies, live productions, marketing, and all client relations.
- Oversaw all business operations, utilizing key performance indicators (KPIs) to measure and drive business success. Implemented data-driven approaches to optimize talent orchestration and operational efficiency.
- Managed website SEO for blog, press, and resource pages, and maintained social media marketing, content creation, and publishing.
- Created the budget needed for production based on costs for the content, resources, and time requirements, and remained within the approved budget to complete the production by the decided deadline.

SAZERAC COMPANY, INC., METRO EAST ST. LOUIS, IL/SEATTLE, WA, 2016 - 2019

FIELD SALES MANAGER

- Achieved an average +70% increase in territory total volume on a R12 basis.
- Demonstrated proficiency in utilizing iDig, Cognos, and Margin Minder for tracking depletions, PODs, and identifying growth opportunities.
- Managed partnerships and developed key brand programming with major distributors: Republic National Distributing Company, Southern Glazer's, Breakthru Beverage Company, & Koerner Distributor.
- Led and conducted brand strategy presentations at distributor general sales meetings.
- Coached Distributor Sales Reps in-market to ensure the achievement of supplier and distributor goals.
- Implemented and tracked distributor programming to ensure growth in FSM BCSP volume and placements, including weekly blitzes and sales contests.
- Created the Sazerac Sales Person of the Year Program for Koerner Distributor.
- Organized brand-promoting events within the region, including Bourbon Dinners and Distributor New Brand Development Kickoffs.
- Successfully met 100% of target FY2016, FY2017, FY2018 FSM KPIs.
- Developed the VIP iDig training platform for the initial FSR Training Platform Committee.

KOERNER DISTRIBUTOR, METRO EAST ST. LOUIS, IL, 2012 - 2016

DISTRICT MANAGER

- Increased territory revenue by +21% and total volume by +18%.
- Developed the design and implementation of training programs for the Sales Representatives team, focusing on data-driven methodologies and efficiency improvements.
- Led company meetings to set market and brand goals, utilizing Key Performance Indicators (KPIs) to track and achieve strategic objectives. This involved analyzing market trends and aligning sales strategies accordingly.
- Created and developed an iPad Sales Training Program, aligning with the new POS system. This demonstrated my ability to manage technology integration, process optimization, and technical writing.
- Designed, produced, and advanced an order and delivery schedule that optimized time and efficiency for sales reps and delivery drivers, which resulted in a decline in the number of stops, time on the road, and gas consumed for the territory.
- Formulated profit models to demonstrate and drive brand growth, underpinned by detailed financial analysis and customer engagement strategies.

KOERNER DISTRIBUTOR, METRO EAST ST. LOUIS, IL, 2012 - 2014 | **TERRITORY SALES REP**

COCA-COLA REFRESHMENTS, CARBONDALE, IL 2010 - 2012 | **TERRITORY SALES REP**

BODY GLOVE INTERNATIONAL, LOS ANGELES, CA, 2010 | **MARKETING/DIGITAL CONTENT INTERN**

FLORIDA PARTNERS (NHL), MIAMI, FLORIDA, 2007 | **REPLAY ENGINEER**

SOUTHEAST MISSOURI STATE UNIVERSITY, CAPE GIRARDEAU, MO, 2005 - 2007 | **VIDEO PRODUCER**

EDUCATION

BACHELOR OF SCIENCE (B.Sc.) IN INFORMATION TECHNOLOGY, 2023

Southern Illinois University

- 4.0 GPA
- Summa Cum Laude
- Dean's List

MASTER OF SCIENCE (M.Sc.) IN RECREATION, PARK, AND TOURISM ADMINISTRATION, 2009

Western Illinois University

- 3.67 GPA
- Graduate Assistant – Track and Field

BACHELOR OF ARTS (B.A.) IN MASS COMMUNICATION, 2007

Southeast Missouri State University

- Student Athlete – Track and Field Pole Vault

AWARDS & ACCOLADES

2ND PLACE, DEF CON 31 SOCIAL ENGINEERING VILLAGE'S VISHING CONTEST

Against the world's best cyber security talent, I exhibited excellent open-source intelligence reporting on attack vectors and application of information using voice phishing, demonstrating advance techniques in social engineering and cybersecurity threat analysis.

ADVANCED TO PHASE I, AMERICA'S SEED FUND SBIR PROGRAM WITH THE NATIONAL SCIENCE FOUNDATION

For developing an AI EdTech Platform for Teachers, Coaches, and Students, I successfully passed the first step in the highly competitive Small Business Innovation Research (SBIR) process, recognizing the potential for technological innovation, societal advancement, and commercial success.

5-TIME OHIO VALLEY CONFERENCE POLE VAULT CHAMPION