

NICHOLAS WALKER

DIRECTOR OF SALES | DIRECTOR OF OPERATIONS |
DIRECTOR OF SALES OPERATIONS



Tonawanda, NY



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EXPERTISE

- Account Management
- Employee Engagement
- Marketing
- Social Media
- SEO
- Staff Development
- Creativity
- Business Development
- Operations Management
- Needs Assessment
- Issue Resolution
- Process Improvement
- Performance Optimization
- Sales Strategy Implementation
- Budgeting & Forecasting
- Financial Analysis
- Strategic Business Planning
- Commission/Performance-Based-Pay expert

EDUCATION

AAS DEGREE IN BUSINESS ADMINISTRATION

Bryant & Stratton College | Buffalo, New York
In Progress

TECHNICAL SKILLS

- MS Office Suite
- Google Suite

PROFILE SUMMARY

Dynamic and results-oriented Director of Operations with over 14 years in management experience, including sales, operations and marketing, driving organizational excellence and operational efficiency across diverse industries. Proven track record of implementing strategic initiatives to streamline processes, optimize resources, increase sales and enhance profitability. Adept at leading cross-functional teams, fostering collaboration, and delivering exceptional results within budget and timeline constraints. Strong analytical skills coupled with a passion for continuous improvement.

ACHIEVEMENTS

- Recipient of the 2022 Buffalo Niagara Sales & Marketing Executives “Elite Sales and Marketing Executive Award”.
- Awarded the 2017 Howard Hanna Real Estate “Rising Star (Rookie of the Year) award.”

WORK EXPERIENCE

DIRECTOR OF SALES & MARKETING

|2023-PRESENT|

Great Lakes Asset Solutions/Cascade Freight Brokers

- Developed and implemented strategic sales and marketing plans to increase market share from 30% to 38% YoY
- Oversaw sales revenue of over \$18MM in 2023, an increase of 40% from 2022
- Collaborated with finance department to develop and manage sales & marketing budgets, ensuring revenue targets were met while maintaining cost efficiency
- Overhauled website and took charge of all social media platforms (primarily LinkedIn)
- Traveled to conferences and to see clients for great customer service or prospecting purposes
- Motivate sales team to achieve higher results by implementing fun and creative spiff programs
- Completely updated compensation plan to benefit both the company and the sales team for performance
- Create luring marketing materials to email, mail or post regularly

DIRECTOR OF SALES & OPERATIONS – PARTS

|2022-2023|

Colton RV & Marine

- Leading the operations of (4) different teams (25-30 associates) across two states to increase revenue in Colton’s retail stores and parts departments
- Analyzed P&L statements and enact actions to improve where needed
- Develop process and procedures for efficient workflow throughout the department and company
- Maintained vendor and manufacturer relationships and negotiate best pricing on wholesale to increase gross profit
- Oversee all shipping, receiving and inventory aspects for the company
- Successfully launched new payment option to extend credit to customers in need
- Brought overall inventory value down from \$2.1MM to \$1.44MM and increased inventory turns from 2.3 to 4.1
- Increased gross profit percentage from 32.6% to 34.8%
- Responsible for \$10MM in revenue

CORE SKILLS & COMPETENCES

- Outstanding critical thinking and analytical skills, enhancing the ability to diagnose problems and discover solutions.
- Proven expertise in establishing and maintaining a high-performance customer service culture within an organization.
- Excellent written and oral communication skills allowing for more productive conversations with clients and colleagues.
- Exceptional leadership, interpersonal, and mentorship skills with the ability to build meaningful relationships with all levels of personnel, clients, and businesses.
- Strong business acumen with the capacity to identify and execute exceptional business opportunities.
- Innovative, creative and free-thinker with an innate ability to view things outside company views, in a way that customers would view it.

WORK EXPERIENCE

CUSTOMER SUCCESS MANAGER/PROGRAM DIRECTOR |2021-2022| NOCO Energy Corp.

- Collaborated with the marketing department to develop digital, print, and social media marketing campaigns to generate awareness and increase sales
- Strategized, developed and implemented a “Realtor program” where real estate agency clients were given package deals to assist the Realtors grow revenue for both NOCO and the Real Estate Brokerage
- Created different sales and promotions for all departments to increase sales and revenue including social media coupons, referrals, rewards and other ways to increase sales
- Provided expert insight and developed a business plan for the new Shanor Electric Showroom and new incentive/ pay structures for employees
- Devised and implemented new programs into the Shanor Electric sales handbook, including In-Home design consults, installation services, drop shipping/delivery services, and potential warranties to grow sales in different ways, including recurring revenue
- Researched, developed and implemented brand new strategy to grow HVAC Service Sales division with new marketing campaigns, pricing structure and training

SHOWROOM MANAGER |2021-2022| Shanor Electric (A Division of NOCO Energy Corp.)

- Supervised daily showroom operations, including showroom visual design and sales growth stimulation, and ensured employees provided the highest standards of customer satisfaction and quality service
- Engaged with associates and customers to close deals and drove repeat business and referrals by providing an outstanding buying experience
- Handled all executive business decisions and achieved a 60%+ increase in walk-in business year-over-year by strategically creating a pricing structure and marketing calendar coinciding with holidays, seasons and to remain competitive
- Built and managed the Shanor Electric social media accounts (Facebook and Instagram) that included almost daily postings of new products, designs and special coupons

SHOWROOM MANAGER |2017-2021| Raymour & Flanigan

- Ranked in the top 3 in the region for protection add-on for the year (5.6%, the goal was 5%, while the region average was 4.8%)
- Successfully raised Niagara Falls store from 4.6% protection add-on to 5.15% in 5 months (Goal 5%)
- Created a special “Bedding Package” display in-store, which helped grow bedding sales significantly
- Oversaw all aspects of the business between departments, including merchandising, warehousing, customer service, shipping, and warehousing.
- Optimized sales associates' performance by holding weekly one-on-one coaching sessions, identifying strengths and weaknesses, and organizing fun contests to incentivize sales
- Managed over 25 employees including Sales, operations & delivery associates.
- Trained and mentored new sales associates by providing them with proven methods on full sales cycle