

Zach Shefska

I am a driven, passionate and analytical professional who enjoys strategy formulation, implementation, and product development.

Silver Spring, MD
(xxx) xxx-xxxx
zach@shefska.com
[linkedin.com/in/zachshefska](https://www.linkedin.com/in/zachshefska)

EXPERIENCE

MarketSmart, College Park, MD — Chief Operating Officer

July 2018 - March 2020

Responsible for both short and long term strategic business planning. Advise the CEO and members of the leadership team on key strategic, business, and operational issues, and propose potential solutions.

Implement processes and procedures to bring the strategic, business and operational vision to fruition. Maintain a high level of employee satisfaction while fostering a caring and diverse workplace environment.

Determine and implement organizational initiatives. Align the organization's goals with department level initiatives. Establish key metrics to measure outcomes and identify areas of growth for the company.

Report to and partner closely with the CEO to lead the implementation of a highly impactful, customer-focused and data-driven strategic plan.

MarketSmart, College Park, MD — Product Manager

January 2017 - June 2018

Own and lead a new business unit within the company. Scale from zero users to 6,500 in two years. Generate \$250k ARR by year two. Build the product, execute the marketing plan, and close sales from scratch, with a small team (less than 5 FTEs). Align product initiatives with overarching company objectives. <https://shefska.com/blog/building-a-business>

MarketSmart, College Park, MD — Web Developer

February 2015 - July 2017

Develop applications and websites for multinational clients. Leverage HTML, CSS, SCSS, Javascript, AngularJS, and a variety of frameworks/tools; Bootstrap 4, Wordpress, Adobe Creative Cloud.

GymBro, Pittsburgh, PA — Founder & CEO

January 2014 - January 2015

Experience the trials and tribulations of starting a company while pursuing an undergraduate degree. Hands on experience in product development, interviewing customers, cash flow management, working with a team, and more. <https://shefska.com/blog/notes-from-my-failed-startup>

SKILLS

Adobe Creative Cloud
(Illustrator, Photoshop, Premiere Pro)

Enterprise software sales
(\$50k+)

Business process mapping
(BPMN 2.0)

Process development

Analytics (Excel, SQL, Pandas)

HTML, CSS, Javascript

Strategic orientation (OKRs)

Inbound marketing

KPI development

AWARDS

Published in industry journals: multi-page article on data analytics.

Honorarium from Foundation Center: lead a speaking event on data analytics.

Featured speaker at Sanford Institute Event: invited to moderate a panel discussion.

Featured on myriad podcasts: including [Side Hustle School](#), [Next in Nonprofits](#), [IndieHackers](#), etc.

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Dear Hiring Manager:

It is with great enthusiasm that I am applying for the _____ position at _____. Within the job description there is reference to entrepreneurship, and as a former founder, and having recently left a start-up, it is through that lense that I am applying.

There is something selfless about being an entrepreneur. The premise of owning a business is that you put yourself at greater financial risk to organize, operate, and lead the development of an organization. Rather than being a “cog in the wheel,” you are responsible (and accountable) for delivering value to your customers and staff.

Entrepreneurship requires empathy. Having the capacity to “put yourself in someone else’s shoes” is non negotiable. The meetings, the white-boarding sessions, the scopes of work, they’re all for naught if you forget *why* you are doing what you are doing. The “*why*” you obsess on is the value your customers derive.

Providing value to others is what excites me each and every day.

At _____, you need a teammate who will thrive in a fast-paced environment that is in constant motion. My strengths align well with your needs. You want a colleague who minimizes mistakes, is organized, and detail oriented, while also capable of “thinking outside the box,” and adept at leveraging data to drive decision making. For the past five years at MarketSmart, I played a vital role in the organization’s growth by tapping into each of these skills.

I was hired at MarketSmart as a wide-eyed, and enthusiastic self-taught web developer and designer at the age of 19. In February of 2015, recently removed from my studies at the University of Pittsburgh (more on that here: <https://shefska.com/blog/post-college-progress>), I made it clear to the Founder and CEO of the company that I was entrepreneurial (I had started my first company from my freshman year dorm room: <https://shefska.com/blog/notes-from-my-failed-startup>), coachable, and excited to “climb the rope,” as he would phrase it.

By the time I resigned, in March of 2020, my title was Chief Operating Officer. My responsibilities over the five years I spent at MarketSmart stretched the gamit. I developed an entirely new product from scratch (learn more here: <https://shefska.com/blog/building-a-business>), introduced organizational structure and middle-management to a previously flat and unscalable architecture, and I learned what it means to be a leader.

In scaling MarketSmart from \$___m in annual revenue to \$___m, I quickly realized the importance of developing key metrics to determine if progress is being made. Data is unbiased, and leveraging it to tell a story is of the utmost importance. At _____, you’re not looking for someone who “knows it all.” Instead you want a teammate that brings a customer-centric and empathetic voice to the table. I can provide that.

My application comes as a result of recently meeting a _____ employee. In chatting, I came to the realization that the environment he was describing was the exact scenario I was looking for. As an entrepreneur, I am incredibly productive (and valuable to a team) when I am presented with challenges, given time and focus to think about them, iterate on solutions with a team, and then ultimately work on the execution of prototypes.

I appreciate your consideration.

Thank you in advance,

Zach Shefska