

Zach Shefska

Silver Spring, MD
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EXPERIENCE

MarketSmart, Greenbelt, MD — *Chief Operating Officer*

June 2018 - March 2020

- Increased profitability from xx% to xx%. Grew revenues from \$___m to \$__m year over year.
- Organized and met in person with clients. Spearheaded product development and sales coaching to drive revenue growth.
- Developed talent framework and organizational structure. Deployed competency models and job descriptions from scratch. Created a Director-level leadership team. Hired and mentored new staff.
- Pioneered objectives and key results (OKRs) for strategic alignment. Coached and trained Directors on OKR development and deployment.
- Designed system improvements. Introduced new tools and technologies to increase efficiency and quality of service delivery.
- Increased staff effectiveness and engagement as measured through weekly performance management software.

MarketSmart, Greenbelt, MD — *Product Manager*

January 2017 - June 2018

- Created a new business unit. Grew users from zero to 6,500 in two years. Generated \$250k in annual recurring revenue.
- Identified and engaged key stakeholders. Demonstrated a minimum viable product and determined necessary product features.
- Programmed in AngularJS, SCSS, and HTML. Collaborated with multiple back-end engineers to develop API infrastructure.
- Grew newsletter subscribers from zero to 8,000. Increased organic search traffic from zero to 200 per day.
- <https://shefska.com/blog/building-a-business>

MarketSmart, Greenbelt, MD — *Web Developer*

February 2015 - July 2017

- Developed applications and websites for multinational clients.
- Leveraged HTML, CSS, SCSS, Javascript, AngularJS, and a variety of frameworks and tools (jQuery, Bootstrap 4, Wordpress).

GymBro, Pittsburgh, PA — *Founder & CEO*

January 2014 - January 2015

Experienced the trials and tribulations of starting a company while pursuing an undergraduate degree.

<https://shefska.com/blog/notes-from-my-failed-startup>

SKILLS

Communication (written and verbal)

Presentation (in person and virtual)

Organization

Emotional intelligence

Customer interviews

Analytics (Excel, SQL, Pandas)

HTML, CSS, Javascript

Adobe Illustrator, Photoshop, and Premiere Pro

Business process mapping

Process development

Strategic orientation (OKRs)

KPI development

Inbound marketing (SEO)

AWARDS & RECOGNITION

Published in industry journals: [multi-page articles](#) on data analytics.

Invited Speaker at the Foundation Center: led 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](#), and others.

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March 23, 2020

Dear Hiring Manager:

It is with great enthusiasm that I am applying for the _____ position at _____.

I recently met _____, _____ at _____, and after his encouragement to apply for the _____ role, I quickly came to the realization that the environment and challenges he described are exactly what I am looking for.

A self-taught web developer and designer, I was hired as the fifth employee at MarketSmart in February of 2015. Even at 19 years old, the Founder and CEO was receptive to my entrepreneurial passion, and by the time I resigned from the company this month, I was their Chief Operating Officer, who organized a team of nearly 20 full-time employees across product, technology, sales and marketing, production and account management. During my five year tenure we grew revenues 1.5x, turned our first profit, and developed multiple product lines to serve our growing customer base.

At each step of the journey I was given the opportunity to take on more responsibility. With each challenge I was presented (and sought out), I rose to the occasion to increase the company's profitability while best serving our customers.

I am humbled by the scope and scale of the challenges you aim to solve. I look forward to learning more about the position, and how I can best help.

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