

Contact

www.linkedin.com/in/auemeziem
(LinkedIn)

Top Skills

Python (Programming Language)
C (Programming Language)
Cascading Style Sheets (CSS)

Certifications

Financial coaching and credit
counseling certificate
Financial coaching and credit
counseling certificate

Amanze Emeziem

Business Development Specialist | Solutions Engineer | SaaS |
FinTech | Financial literacy
San Francisco Bay Area

Summary

I love to help people and businesses improve! Growing up in the Bay Area I fell in love with tech, business development, and community organization at a young age. I even started my own business through which I sell clothing via e-commerce and run business/finance workshops for the youth. I have extensive experience developing my interpersonal skills through years of financial coaching, mentoring/teaching, doing sales/marketing cold outreaching, and utilizing customer's service to ameliorate numerous companies.

I am a very driven, goal-oriented individual. I have diverse experience from doing sales for numerous companies to creating and teaching curriculums to the youth in collaboration with world-class companies, such as the YMCA. My combination of sales experience, love for technological advancement, and seasoned communication skills inspired me to pursue a career in tech sales.

My background studying Psychology at UCSB, as well as taking an extensive tech sales course through course careers has given me a very solid foundation of sales skills. I look forward to using my cold outreach skills and methods, such as SPIN, to help companies grow in the future. Lets work together and bring people something special!

Tech stack: Salesforce, Salesloft, Zoominfo, Apollo, Microsoft Office, Google ads, FB ads

Experience

Au|GOLD

Founder

February 2019 - Present (5 years 3 months)

San Francisco Bay Area

- Lead a small team of contractors to demo/sell financial workshops and merchandise through company website increasing company revenue by 50%

- Generated a 33% increase in pipeline for our workshop program through research and discovery
- Pitch workshops to C-level and close contracts using BANT
- Execute freelance Solutions engineering to grow multiple small to mid-sized businesses
- Create curriculums for financial, business, and history workshops.
- Assist with creation of financial literacy app
- Execute cold outreach and marketing for company (cold calling, info sessions, e-mail campaigns, fb/google ads)
- Schedule new client appointments
- Conduct/teach youth workshops
- Manage business budget, track KPI's, implement business growth strategies
- Maintain a positive, professional relationship with all organizations, parents, and youth we work with

HubSpot

BDR

May 2023 - January 2024 (9 months)

- Conduct high-volume prospecting (80 -100 activities per day) to qualify leads through calls, emails, and social media
- Attained 157% of meetings booked quota for Nov. 23'
- Led team in meetings booked and call activity for Nov. 23'
- Schedule marketing assessments and discovery meetings for an account executive to further assess a prospect's business and potential for partnership with HubSpot
- Work closely and collaboratively with account executives (also known as sales reps) to develop and implement appropriate prospecting strategies

CourseCareers

BDR/Solutions Engineering student intern

February 2023 - May 2023 (4 months)

Actively executing sales prospecting, cold outreach, and lead generation during course curriculum that includes:

- Sales: Basics, Processes, Skills, Terminology, Cycles, and Cadence
- Execution of successful Outreach and Discovery
- Ideal Customer Profiles & Buyer Personas
- In-depth training in BANT and SPIN Selling
- Basic training in utilization of sales tools including: CRMs (Salesforce, Hubspot), Engagement (SalesLoft), Sales Data (LinkedIn Navigator, Zoominfo) and other platforms

Course material also included reading and studying "How to Win Friends & Influence People", "Fanatical Prospecting", and "SPIN Selling".

Financial Education Services Inc.

Financial consultant/BDR

August 2017 - December 2022 (5 years 5 months)

San Francisco Bay Area

- Collaborated with a team of financial educators to do daily cold outreach for new clients via phone, event tabling, and email campaigns increasing pipeline by more than 10%
- Utilized sales methods such as SPIN and BANT to sell financial products such as life insurance, wills, and trusts and increase company revenue
- Educated people in need about finances, specifically credit, saving/investing, taxes, deed/wills, and life insurance
- Assisted with the planning of a program to teach financial education at high schools in the Bay Area

Chosen Investments Group/Topline Property Solutions

Business Development Specialist

January 2019 - November 2022 (3 years 11 months)

San Francisco Bay Area

- Researched properties to create excel sheet list for cold call, email, and text marketing
- Cold called lists of 100s of property owners daily to schedule real estate viewing meetings and generate substantial increase in pipeline
- Pitched real estate companies that could solve property problems of owners to close real estate deals
- Collaborated effectively with a team in a cold call center setting to close deals

SparkPoint Oakland Center

Financial Coach II

May 2021 - October 2022 (1 year 6 months)

Oakland, California, United States

- Executed new client outreach via cold calling daily
- Scheduled new client appointments for myself and new coaches consistently hitting 100% of meetings qouta
- Educated clients about finances, credit, saving/investing, taxes, and paying off debt
- Provided personalized financial coaching for a client load of 50

people

- Helped a team create a first time home buyers grant program
- Trained new financial coaches on advising, credit reports, and credit/debt counseling
- Participated in a panel for the Credit Builders Association symposium
- Wrote letters to the credit bureaus to assist our clients improve their credit
- Assisted with young adults' financial coaching program

Tooned studios/Oaktown Soul Production Group

Intern

February 2017 - May 2021 (4 years 4 months)

Oakland, California, United States

- Shadowed studio CEO and engineers to learn about the music industry, running a studio, dealing with artists
- Learned the business and marketing side of the music industry
- Shadowed Grammy-award winning music engineer/producer/studio manager and artist Worked directly with artists as a representative of each company
- Organized studio and audio files Learned how to operate multiple DAWs Completed daily studio operations

UCSB Hip-Hop Club/UC CO-OP/Au|GOLD

Music event planner

October 2016 - July 2019 (2 years 10 months)

Bay Area/ Santa Barbara

- Planned/organized concerts in collaboration with Sean Healy Presents, UCSB, and UC Co-Op
- Accurately share and distribute show profits to artist and promoters
- Managed finances for shows, promotions, and ticket sales
- Invited artists to perform professionally
- Marketed shows effectively online and physically
- Managed budget strategically
- Organized ticket sell method and ticket sales

Boys & Girls Clubs of America

Program Manager

March 2017 - December 2018 (1 year 10 months)

Richmond, California, United States

- Mentored youth ages 5-13 and taught them basic Math and English
- Created an after-school program for local youth teaching them basic skills, music history, and how to build their own music business.
- Led a workshop on budgeting in collaboration with Wells Fargo
- Ensured the classroom was a safe space using psychological methods, such as one on one counseling.
- Advised youth on life and career choices

UCSB Black Pioneers Renaissance Organization

Executive Board member

January 2018 - August 2018 (8 months)

- Acted as a mentor and counselor for younger Black males struggling with adjusting to Santa Barbara and college life
- Collaborated with a team to organized events and schedule meetings for the group
- Budgeted and handled logistics for Black Women's Appreciation event, with hundreds in attendance
- Executed new member outreach for the organization via tabling and networking

Michael Jordan Flight School

Counselor/Supervisor

August 2016 - August 2017 (1 year 1 month)

Santa Barbara, California Area

- Managed the mental and physical health of over 300 youth
- Mediated any issues between campers
- Collaborated with over 20 staff members to represent the camp correctly and ensure safety of all campers

Education

Harvard Extension School

CS50 Certification, Computer Science · (November 2023 - May 2024)

UC Santa Barbara

Bachelor's degree, Psychology · (June 2020)

CourseCareers

SaaS specialization, Business Development

Activity

04/18/2024, Imeila Fonua added candidate to BDR- Test Sample