

# Expert Communicator and Technologist

**Carl R. Larson**

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## WORK HISTORY

**Freelance Copywriting, CarlRLarson.com; November 2013 - Present; San Francisco Bay Area**

*Concise, precise, compelling & selling*

Sales-focused copywriter, specializing in helping my clients communicate most eloquently with their prospects. I show my clients' human side, to educate, engage, and/or convert audiences. Working with clients all over the world and on tight deadlines across industries like law, finance, real estate, technology and software, healthcare, skincare, clothing, literature, consumer products, and more.

**Inside Sales, Smart Home Remodeling; Mar. 2017 - Jan. 2018; Berkeley, CA**

Worked inside sales for a residential construction company, helped employer achieve key performance metrics, served as substitute manager for the office as needed.

**Live Actor, The Murder Mystery Co., June 2016 - July 2017; San Francisco Bay Area**

*"The experts in mystery entertainment"*

Actor in various shows with comedy and drama, representing a number of different time periods and accents.

**Field Sales, SolarCity (AKA Tesla Energy); Oct. 2013 - Oct. 2016; San Francisco Bay Area**

*The nation's largest rooftop solar energy provider*

Team leader and mentor to new hires. Exceeded quota and logged months in the 95th percentile for sales company-wide, out of thousands of salespeople. Closed deals in English and Spanish; responsible for hundreds of solar installations around the Bay Area.

**Marketing Strategist, UI Palette; June 2012 - Mar. 2015; San Francisco Bay Area**

Created and published popular on-brand content marketing campaigns to promote the mobile UX design agency. Worked with CEOs in the industry to publish interviews showcasing their products and story.

**Document Analyst, Law Office of E. Craig Moody; Jan. 2012 - Dec. 2012; San Francisco, CA**

*E-Discovery for antitrust litigation sole practitioner*

Analyzed and accurately judged contracts, budgets, financial spreadsheets, and other documents for relevance to the office's large, primary case.

**Marketing Associate & Real Estate Salesperson (CA DRE License #01902752), Coldwell Banker Commercial; Apr. 2011 - Oct. 2011; Burlingame, CA**

### *Commercial & Residential Real Estate Brokerage & Principal Investors*

Managed and executed market research strategies, assisted on investor pitches and conducted field research. Worked with real estate professionals and investors around the Bay Area and obtained my real estate sales license.

### **Intern & Office Support, City Club of Portland; Apr. 2010 - Aug. 2010; Portland, OR**

Assisted in data management and client privacy protocols while helping modernize the office back-end. Mentored by world leaders in urban planning and development. The Portland City Club is an old think tank that helps power the culture of one of the leading cities in the world for urban design and infrastructure, with emphasis on sustainability.

### **Marketing & Analysis, LNS Captioning; May 2009 - Nov. 2009; Portland, OR**

Small business office generalist responsible for prospecting telecommunications clients as well as client care support. Spearheaded a technology-focused strategy shift that enabled the company to pivot into a more lucrative new client segment as old client segments were dying out and becoming less profitable.

## **EDUCATION**

### **Springboard, Data Science Boot Camp, Springboard, Oct. 2017 - Sep. 2018; Berkeley, CA**

*Created a web application, "Hooply"*

Sharpened programming skills with various projects in R and Python and went above and beyond course requirements in building a web app "Hooply" that shows, as time winds down in a basketball game, whether the game is still competitive or not. Built in Shiny R, Hooply runs on HTML5 and can be found at [bit.ly/hooply](http://bit.ly/hooply).

### **University of Puget Sound, Aug. 2005 - May 2009 -Tacoma, WA**

*Bachelor of Science in Economics, Minor in Math*

Sigma Nu fraternity and 4 years on varsity tennis team

### **Wilson High School, 2001 -2005 - Portland, OR**

Voted class Vice President, played varsity football, cross country, and tennis

## **SKILLS**

Written content management, editing, persuasive sales copywriting, informative educational copywriting, typing speed, client care, teamwork, organization, efficiency management, Adobe Illustrator, MS Office, Salesforce, spreadsheets, HTML, Wordpress, team leadership / team player; R, Python (Pandas, Scikit-Learn), SQL, market analysis, statistical analysis, verbal & written communication, sales and business leadership.