

ALEX TYK

847-477-0527 ▪ alex.g.tyk@gmail.com

SUMMARY

Sales and solutions professional, with a focus on social, analytics, API and integration technologies
Passionate about harmonizing new technology with dynamic customer needs
Understanding of technology and sales experience allow for the development of innovative client solutions

EXPERIENCE

Hootsuite Media – Denver, CO

Solutions Architect

July 2016-Present

- Senior pre-sales consultant focusing on large enterprise bespoke business
- Scope and design API integrations for customers by evaluating technologies and building custom solutions with SI partners
- Build applications to demonstrate the capabilities of Hootsuite APIs, SDKs, SSO etc. to customers
- Identify and execute strategic integration partnerships to fill Hootsuite product gaps and build a more robust platform ecosystem
- Act as the primary customer facing technical resource and liaison between customers, sales, product, and development teams
- Consistently exceeded annual quota every year, led the global team in both integrations sold and revenue attachment in 2018 (~\$4.5 million)

Hootsuite Media – San Francisco, CA / Denver, CO

Solutions Consultant

March 2014-June 2016

- Analytics lead Solutions Consultant responsible for evaluating new analytics software for acquisitions and partnerships, building demo workflows for new analytics products, and acting as the primary demo and solutions resource for all analytics based deals across any vertical
- Manage complex solutions by demonstrating the entire suite of Hootsuite's software offerings including engagement, analytics, security, and contesting platforms
- Sold solutions into major strategic accounts in finance, healthcare, higher ed, technology
- Manage technical side of RFP process
- Work with product team to develop new product features and evaluate new technologies
- Manage product partnerships for Hootsuite's social listening integrations

Topsy Labs (acquired by Apple December 2013) - San Francisco, CA

Social Media Consultant

July–December 2013

- Managed Public Sector usage reporting to both the Topsy executive team and Government contract managers
- Wrote the comprehensive Topsy Pro Public Sector Usage Manual and Training Program detailing every feature available in the platform as well as various API integrations such as link-node analysis, location mapping etc.
- Performed in-person product trainings for high-side Government users
- Performed extensive product demonstrations at tradeshow and via screenshare
- Sold licenses of Topsy Pro while qualifying and passing enterprise contracts of Topsy Pro Public Sector to Topsy Government sales Team

Sales Development Representative

May-July 2013

- Qualified leads via inbound and outbound call campaigns
- Managed Salesforce database of leads and contacts

EDUCATION

University of Virginia - Charlottesville, Virginia, 2008-2012

Bachelor of Arts in Physics - May 2012

COMPUTER SKILLS

Javascript, Salesforce, various analytics and social media tools