ALEX TYK

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SUMMARY
Sales, solutions, and development 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

Solution Architect   **July 2016-May 2019**
- 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)
- Managed the global team to ensure implementation and delivery of all sold integrations (Feb – May, 200% of quota achieved).

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 tradeshows 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
HTML, CSS, Bootstrap, Javascript, React, Mongo, SQL, Node, Heroku, some PHP/Laravel, AWS, Salesforce, various analytics and social media tools