Nate Gervenak

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EDUCATION

University of Minnesota Duluth - 2011 – 2015 - BBA - 3.4gpa

- Major: Organizational Management
- Minors: Marketing & Communications
- Involvement: President Entrepreneurship Club; Public Relations Officer at Ducks Unlimited

WORK HISTORY

Business Analyst - Traditional Cabinetry - December 2020 – Present - Brainerd, mn

- Identified, led, road mapped, and implemented 14 new initiatives to help our team reduce the feeling of chaos in the product delivery pipeline, to improve the efficiency of operations, and to promote a higher level of business acumen among owners
- Created, implemented, and managed a project management system that functioned to communicate project timelines, proactively identity project bottle necks, prioritize tasks, and deliver projects within their scheduled amount of time
- Analyzed marketplace price points and company costs to create a pricing strategy and bid documents that helped increase the owner's confidence in project estimates
- Removed data entry labor and decreased errors caused by manual data entry by athering requirements, creating, and maintaining an excel macro programmed with visual basic.
- Promoted a culture of proactivity, open communication, documentation, and consistent communication across teams.

Owner - SiteFlight - Nov 2021 – Present - Baxter, mn

- Worked with important external project stakeholders to propose ideas, define requirements, and achieve success on 11 WordPress websites that drive over 28,000 monthly search impressions
- Conducted quantitative and qualitative user research that led to data-driven decisions that helped produce requirements, goals, scope, and budget for client website projects
- Designed and programmed various plugins with PHP, JavaScript, and CSS that utilized WordPress's API to achieve custom functionality on client websites
- Formulated and executed a design process that included conducting market research, building prototypes with Figma, building the website and utilizing version control on GitHub
- Evaluated competitor pricing and internal process to create a competitive pricing strategy

Owner - Yellowstone Pavement Solutions - Feb. 2018 – May 2020 - Bozeman, mt

- Worked with my business partner to evaluate competitor prices and create an introductory pricing structure that helped to grow the businesses from 150K revenue in year one to over 550k in year two

- Made data-driven strategy decisions for various functions including: equipment purchasing, growth planning, marketing strategy, operations, and sales strategy
- Earned a strong, 5 star, reputation with commercial, state government, federal government, and residential clients by building solid rapport and exceeding stakeholder expectations
- Increased the daily production capacity of residential crews from $4,000/day to $10,000/day by evaluating and improving the processes used to complete projects in an efficient manner
- Led the adoption of technology systems, including designing and developing a JavaScript tool that utilized Google Maps' JavaScript API to improve the estimate creation process
- Led employee management practices that helped to clearly define employee expectations and create a clear path for progression

Marketing Analyst - Real Avid - July 2016 – February 2018 - Plymouth, mn

- Analyzed market trends and consumer data to make data-driven recommendations for 8 new products that have cumulatively acquired over 7,000 reviews on Amazon
- Took ownership over the company's presence on Amazon by implementing a KPI tracking dashboard, A/B testing content, proactively managing catalog emergencies, launching an Amazon Brand Store, creating A+ content, and participating in Amazon experiments
- Conducted market research to determine the best way to communicate the value of products across our entire ecommerce presence, including Amazon, Cabelas, and WalMart
- Developed routines and documentation for this position in-order to help my successor rapidly onboard and become familiar with the many responsibilities that I created for myself

OTHER ROLES & PROJECTS

Product Manager - Dead On Gaming - August 2022 – Present

- Created go-to-market strategies, acquired Amazon Brand status, and launched a billiards game

Designer for JoContractor - April 2022 – June 2022

- Created Figma prototypes used by the leadership team in an investment pitch

Trail Maintenance Volunteer – CLMTB - July 2022 – Present

- Assisted in weekly to bi-weekly mountain bike trail maintenance

Various Self-Taught Web Development Projects - May 2020 – Present

- Learned various web development languages, including PHP, JavaScript, CSS, and MySQL
- In a two-week time frame, designed and coded a portfolio hosted at nategervenak.com which required learning two new technologies, GraphQL and Gatsby.