

# ABBEY TIZZANO

---

## SUMMARY

A results-driven professional with excellent communication and problem-solving skills, adept at analyzing data, strategic planning, and approaching challenges with a can-do attitude. Possesses eligibility to work in the UK and brings valuable experience in the fast-paced start-up scene.

---

## WORK EXPERIENCE

### Operations and Marketing Manager

2022 – Present

Last Wave Co | Honolulu, HI

- Implemented website and electronic payments system, streamlining ordering process for improved efficiency, customer satisfaction, and achieving 105% increase in traffic and 45% increase in conversions.
- Built strategic partnerships with local businesses and suppliers, expanding the company's network.
- Streamlined financial processes and optimized financial management by implementing QuickBooks, for efficient invoice generation, revenue tracking, expenditure reporting, and accurate tax preparation.
- Introduced robust inventory management practices to reduce spend by 25% and avoid stockouts.
- Expanded the business nationally through efficient shipping processes, resulting in a 30% increase in sales by ensuring timely, cost effective and secure product delivery across regions.
- Executed a comprehensive marketing strategy, including the creation of branding guidelines, to increase brand visibility and engagement, achieving a 60% increase in social media followers.

### Account Manager

2019 – 2022

NetSuite | Austin, Texas

- Achieved 100+% quota attainment in FY20, FY21, and FY22, consistently closed deals with an average contract value of \$50K-\$250k, and was named top performer for three consecutive years.
- Collaborated with partners to execute monthly customer events, increasing attendance by ~30%. These fun events fostered strong customer relationships, networking, and drove a business pipeline of \$5M+.
- Successfully led complex sales cycles using a consultative approach to align functionality with customer initiatives, streamline business operations and providing strategic pricing proposals.
- Led customer onboarding and support, facilitating seamless collaboration between internal teams for implementations, resource alignment, and user adoption. Achieved over 120 successful go-lives.
- Grew SaaS pipeline through the use of demand generation techniques, targeted prospecting and identifying areas for growth. Consistently in the top 10% of Sales Reps for monthly opportunity creation.

### Business Development Consultant

2018 – 2019

Oracle | Austin, Texas

- Sourced and qualified leads, communicating with C-Suite, resulting in 205% quota attainment for FY19.
- Acquired knowledge of ERP solutions and uncovered and qualified prospective customer needs.

### Digital Marketing Apprentice

2016 – 2018

PopDot Marketing | Madison, Wisconsin

- Utilized Google Analytics to track website traffic, analyze user behavior and generate detailed reports.
- Used MailChimp to design, execute and analyze email campaigns, resulting in increased engagement.

---

## PROFESSIONAL SKILLS

- B2B Sales
- Data Analysis
- Procurement
- Accounting
- Negotiations
- Market Research

## TECHNICAL SKILLS

- NetSuite
- HubSpot
- Quickbooks
- Microsoft Office
- Salesforce
- Asana

---

## EDUCATION

### University of Wisconsin–Madison

2014 – 2018

B.A. in Marketing, Minor in Digital Studies