Bryan Andrew Pike

15415 Treyburn Manor View
Milton, GA 30004
bryanandrewpike@gmail.com
310-729-1609

SUMMARY OF QUALIFICATIONS

Financial Services Professional experienced in developing client relationships to assist them with managing their investments and financial planning.

EDUCATION

AUBURN UNIVERSITY – AUBURN ALABAMA
Bachelor of Science in Business Administration (Marketing)

EXPERIENCE

Bobby Rabbits, ATLANTA, GEORGIA: December 2021-Present
Co-Founder, President & CEO
- Achieved 11,600% ROI in under 60 days, with a project cost of only $500 and a profit of $58,000 raised through minting of 1,000 tokens
- Developed business plan to create a collection of Non-Fungible Tokens that would raise money for subsequent development of a brand to generate actual cash flow
- Identified artist to design character, and created step by step process and guided artist through objectives to complete project
- Developed numerous software programs to convert image layers into completed generative art, created smart contracts to provide utility and functionality to Non-Fungible Tokens
- Created processes to streamline project objectives
- Developed systems and strategies using incentives to motivate customers to market the brand at little or no cost to the company
- Managed the development of community and customer base through various social media platforms
- Managed financial aspects of project to deliver results as cost-efficiently as possible

Self-Employed, ATLANTA, GEORGIA: April 2020-December 2021
Consulting
- Consulted small businesses to assist in marketing, customer retention and development
- Utilized photography and videography to create content for businesses to promote their brands
- Managed inventory, employee scheduling, and product inventory for Tabb & Sparks Salon
- Managed various artists, creating social media content and assisting them in networking through pop up galleries in the Los Angeles area
- Consulted homeowners on financing options for solar equipment for Apricot Solar
- Worked with the founder of The Rack Workout on social media content and branding
- Consulted with individuals on investment philosophy and tax efficiency

E*TRADE Financial, LOS ANGELES, CALIFORNIA: January 2019-April 2020
Financial Consultant
- Manage ~$180M book of business consisting of ~200 households
- $10M quarterly Net New Assets (NNA)
- Prospect for opportunities to manage portfolios and closed several managed accounts
- Maintain relationships with clients utilizing managed portfolios
- Engage clients to create new business opportunities for E*TRADE while enhancing the customer experience by helping clients meet their financial goals
- Utilize firm-approved solicited mutual funds list and managed products, qualify clients for advice and managed products
- Utilize our fixed-income desk
- Implement pre-call screening practices (sales calls)
- Make outbound sales calls using targeted initiatives
- Follow up on leads to help clients implement solutions using E*TRADE products and services
- Negotiate pricing and margin rates with clients for additional business opportunities
- Lead in-person meetings with clients to sell managed products

E*TRADE Financial, LOS ANGELES, CALIFORNIA: June 2015 – December 2018

Branch Service Representative

- Provide operational and sales support to branch staff
- Assist local clients and prospects by proactively identifying service issues and resolving with appropriate and regulatory-compliant solutions
- Designed multiple processes to effectively manage branch operations and track all service issues
- Engage clients to create new business opportunities for E*TRADE while enhancing the customer experience by helping clients meet their financial goals
- Know firm-approved solicited mutual funds list and managed products, prequalify clients for advice and managed products
- Utilize our fixed-income desk
- Implement pre-call screening practices (sales calls)
- Make outbound sales calls using targeted initiatives to generate more effective lead flow
- Assist with inbound service call volume as needed
- Negotiate pricing and margin rates with clients for additional business opportunities
- Lead in-person meetings with clients to demonstrate our tools and resources
- Quarterly metrics as of 12/20/2017:
    - 819 interactions
    - 93 outbound calls
    - 109 inbound calls
    - 380 in-branch interactions; 513 including correspondence
    - 124 cases
    - 36 valid leads
    - 76 business development conversations
- Quarterly metrics as of 3/30/2018:
    - 954 interactions
    - 112 outbound calls
    - 87 inbound calls
    - 518 in-branch interactions; 661 including correspondence
    - 133 cases
    - 43 valid leads
    - 87 business development conversations

E*TRADE Financial, ALPHARETTA, GEORGIA: October 2014 – June 2015

Senior Financial Services Representative – Elite Client Services

- Assist clients in resolving account issues, transferring funds, opening and closing accounts, and navigating E*TRADE's online system and platforms
- Educate clients on industry rules and regulations, operations, and procedures
- Engage clients to create new business opportunities for E*TRADE while enhancing the customer experience to meet needs and financial goals
- Consistently meet and exceed goals set by managers and team leads for productivity and client engagement
- Place trades within approval limits

E*TRADE Financial, ALPHARETTA, GEORGIA: August 2013 – October 2014

Financial Services Representative – General Customer Service Tier (Gold)

- Assist clients in resolving account issues, transferring funds, opening and closing accounts, and navigating E*TRADE's online system and platforms
- Educate clients on industry rules and regulations, operations, and procedures
- Engage clients to create new business opportunities for E*TRADE while enhancing the customer experience to meet needs and financial goals
- Consistently meet and exceed goals set by managers and team leads for productivity and client engagement
- Assist in development of newer employees to ensure that company goals are met as a team effort

LEGACY EVENTS GROUP, NASHVILLE, TENNESSEE: December 2012 – May 2013

Campaign Manager

- Achieved #1 sales results for client nationwide, strengthening relationship between sales venue, marketing firm, and client
- Gained exposure and market share for clients through raising brand awareness

- Directly marketed products to select target audiences
- Built rapport and customer service for client retention and repeat referral
- Developed practices that build customer impulse to elicit purchase decisions
- Networked with other top leaders nationwide to solve problems quickly and effectively
- Interviewed and hired prospective employees whose qualifications were aligned with the standards and goals of the organization
- Built and trained a team of sales representatives who also achieved #1 sales results nationwide for respective clients
- Developed presentations to train employees and troubleshoot issues

ACHIEVEMENTS AND INVOLVEMENTS

- Seven-time recipient of the Branch of the Quarter award (2015-2020), one-time recipient Branch of the Year 2015

- Branch Service Representative of the Year Award 2017

- Over $20 million closed in Q3 2014 (as a service representative identifying opportunities)

- Over $9 million closed assets in January 2015, over $3.6 million in February 2015 (as a service representative identifying opportunities)

- Four consecutive "Client Engagement Allstar" awards (all four quarters of 2014)

- Assisted in supervision of newly registered representatives at E*TRADE

- With Legacy Events - chosen to represent Nashville territory at regional leaders conference in Atlanta, GA; networked with top business leaders to learn habits and skills that lead to successful operation of national organizations

- Consistently performed in direct sales at Legacy Events Group, frequently surpassing $1,000 gross in daily sales

- Auburn Heritage Academic Scholarship recipient

- Ace Project Philanthropy; Forest Ecology Preserve Volunteer