Nicholas Day

nicholastday@gmail.com | linkedin.com/in/nicholastday

EXPERIENCE

Zetron Inc. | www.zetron.com

Sales Operations / Zoho Administrator, 2024–2026

- **Zoho Ecosystem Administration:** Managed end-to-end Zoho One administration for 200 employees, including user lifecycle management, security profiles, and data integrity audits.
- **Automation & Optimization:** Designed custom workflows, modules, and scripts that integrated third-party apps and reduced manual data entry.
- **Analytics & Support:** Delivered actionable business insights via custom dashboards, while serving as the primary technical contact for user training, SOP documentation, and support.

MartialMe, Inc. | www.martialme.co

Founder, 2021–2025

- **Product Strategy & Architecture:** Spearheaded the end-to-end conceptualization and system design for web-based CRM, Learning Management Systems (LMS), and AI-driven CV (Computer Vision) products.
- **UX/UI & Product Design:** Translated complex user needs into intuitive digital experiences by mapping user journeys, writing user stories, and architecting site maps, wireframes, and high-fidelity Figma mockups.
- **Venture Leadership:** Formulated comprehensive business strategies backed by rigorous market and competitive analysis to successfully establish and launch the brand identity.
- **Fundraising & Visual Storytelling:** Authored and presented high-impact pitch decks to secure capital investment, leveraging advanced graphic design and multimedia editing to capture investor interest.

Cisco Systems (contract-remote), San Jose, CA | www.cisco.com

Business Analyst I & II, 2014–2016, 2021

- **Process Optimization:** Championed cross-functional CRM enhancements and process improvements that cut quote turnaround by 12%, boosted weekly processed quotes by 20%, and reduced case resolution times by 50%.
- **Data Analytics & Visualization:** Analyzed and scrubbed massive datasets (up to 1MM+ lines) utilizing Excel (Macros, VLOOKUPs) and Access; built automated dashboards that reduced leadership's data review time by 90%.
- **Revenue & Retention Strategy:** Discovered 4 critical at-risk customer segments through churn analysis, contributing to a 25% drop in churn and optimizing annuity revenue paths.
- **Data Integrity & Compliance:** Audited and validated result sets for $265M+ in quotes using Oracle EBS and Cisco tools, while streamlining BI risk models to cut compliance reporting time by 15%.

Splunk (contract-remote), San Jose, CA | www.splunk.com

Sr. Sales Strategy & Operations Analyst, 2020–2021

- **Predictive Forecasting:** Developed and deployed data-driven forecasting models and dashboards that enhanced executive decision-making and drove a 15% improvement in forecast accuracy.
- **Executive Advisory:** Synthesized and communicated weekly forecast performance summaries, delivering actionable pipeline insights to the executive leadership team.
- **Deal Execution & Strategy:** Spearheaded high-stakes regional peer-to-peer (P2P) negotiations, strategic "War Room" alignments, and targeted push-deal execution, contributing to a 6% increase in regional contract win rates.

Avi Networks | VMware (contract), Palo Alto, CA | www.vmware.com
Sales Operations Analyst, 2019–2020

- **Data Governance & Support:** Served as the global Sales Operations Subject Matter Expert (SME), driving data strategy and resolving over 80% of cross-functional data inquiries within a 24-hour SLA.
- **Analytics & Automation:** Optimized data transformation workflows utilizing advanced Excel methodologies, cutting preparation time for Quarterly and Monthly Business Reviews (QBRs/MBRs) by 20%.
- **Licensing & Contract Operations:** Managed global software licensing architecture within Salesforce (SFDC), governing the generation, split-allocation, and approval of contracts while reducing compliance and processing errors by 18%.
- **CRM Systems & Visibility:** Architected regional dashboards across dual Salesforce instances following a complex data migration, increasing sales pipeline and forecasting visibility by 50%.

Ruckus Wireless (contract), San Jose, CA | www.ruckusnetworks.com
Sales Operations Analyst, 2017–2018

- **Automated Data Engineering:** Engineered automated dashboards utilizing Point-of-Sale (PoS) data, reducing manual data collection time by 90% and accelerating time-to-insight.
- **Data Integrity & Governance:** Investigated and remedied systemic data discrepancies, reducing data-related errors in AMER Sales reports by 15% to establish a single source of truth for stakeholders.
- **Talent Enablement:** Up-skilled and empowered team members to build self-service reports and custom dashboards, promoting a data-driven culture and decentralized performance tracking.
- **Executive Communications:** Streamlined Quarter Business Review (QBR) data visualizations using PowerPoint and Visio, reducing stakeholder data-clarification inquiries by 25%.

ERG onsite at Google (contract), Mountain View, CA | www.google.com
Business Intelligence & Finance Operations Manager, 2016

- **Business Intelligence & Analytics:** Increased available service, support, and logistics data metrics by 40%; leveraged these new data models to isolate and systematically resolve the top 5 operational pain points for customers and internal teams.
- **Process Engineering:** Modernized contact center infrastructure by restructuring multi-dimensional routing codes, directly optimizing agent workflows and cross-functional performance tracking.

SKILLS

Applications & CRM Systems: AI systems and Agentic Coding, Salesforce (SFDC), Zoho One Ecosystem (Directory, CRM, Analytics), Oracle EBS, Visio, Trello, Google Workspace, MS Office

Data & Analytics: Advanced Excel (Macros, VLOOKUPs, Data Modeling), Business Intelligence (BI), Data Governance, Quality Assurance, PoS Data, Pipeline Analytics, Forecasting, Reporting

Systems Administration & IT: Role-Based Access Control (RBAC), User Lifecycle Management (Onboarding/Offboarding), License Management, System Provisioning, Data Migration, Linux

Product & UX Design: Zero-to-One Product Design, UX Research, User Journeys & User Stories, Wireframing & Prototyping, Figma, HTML, CSS

Methodologies & Operations: Revenue Operations (RevOps), Agile Project Management, Change Management, Workflow Automation, Predictive Forecasting, SLA Management, Proactive Skill Acquisition, Autonomous Learner

EDUCATION

Google UX Design | In Progress

Google Project Management | Professional Certificate (certificate link)

1871.com | Startup Accelerator Member, Build Phase

West Virginia University | Sales Operations Management

Salesforce Trailhead | 50 SFDC Trailhead Certifications

LA Trade Technical College | Physics/Astronomy | Dean's Honor List

Hwa Rang Do Academy | 2nd Degree Black Belt