

Zachary Henley

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PROFESSIONAL SUMMARY

E-commerce operator and analyst who built a consumer product-recommendation website from zero into a live, revenue-generating business, run on SQL and Python pipelines that track pricing, search performance and conversion across hundreds of pages. Managed a \$2,000,000 B2B and marketplace product portfolio across Amazon, Shopify and Houzz at Dasalla Trading Company, where data analysis identified \$300,000 in non-performing inventory. Coordinated multi-site field operations at Senvicare, and reached 120% and 150% of quota in sales roles with weekly reporting to leadership. Google Data Analytics certified, based in Los Angeles and open to remote work.

KEY SKILLS

- **E-commerce & Marketplaces:** channel performance tracking across Amazon, Shopify and Houzz, plus Amazon Seller Central and affiliate networks
- **SQL & Python:** pipelines that track pricing, search performance and conversion across hundreds of pages, in PostgreSQL, BigQuery and MySQL
- **Dashboards & Reporting:** Tableau, Looker Studio and Power BI dashboards, plus weekly reporting to leadership on outreach, conversion and revenue
- **Inventory & Channel Analysis:** data analysis that identified \$300,000 in non-performing inventory within a \$2,000,000 portfolio
- **SEO & Web Analytics:** keyword research and on-page SEO with GA4, Google Search Console, Ahrefs and Semrush
- **Operations & Scheduling:** multi-site field operations, logistics, documentation standards and redesigned reporting workflows
- **Excel & Google Sheets:** pivot tables, VLOOKUP and XLOOKUP to organize and validate sales and inventory data
- **Sales & CRM:** full-cycle consultative sales, outbound prospecting and pipeline tracking in Velocify and Salesforce

WORK EXPERIENCE

Affiliate Marketing Business (Self-Employed) | Los Angeles, CA (Remote)

03/2023 to Present

Founder & Web Developer

- Built a consumer product-recommendation website from zero into a live, revenue-generating business, owning WordPress development, market research, content, SEO and monetization; keyword research and on-page SEO grew organic search traffic.
- Built SQL and Python pipelines that track pricing, search performance and conversion across hundreds of pages, with Tableau and Looker Studio dashboards, and manage partnerships with national and international retailers through Amazon Associates and Impact.

Green Solar Technologies | Los Angeles, CA

08/2019 to 04/2020

Sales Development Representative

- Contributed \$720,000 in revenue and consistently reached 150% of monthly quota through a full-cycle consultative sales process, from outbound prospecting and cold calling to needs assessments and closing.
- Kept 100+ active opportunities in Velocify CRM and reported weekly to leadership on outreach, conversion rates and revenue.

Charter Communications (Spectrum) | Los Angeles, CA

03/2019 to 08/2019

Customer Sales Representative

- Achieved 120% of quota by acquiring 60+ new accounts per month through proactive outbound prospecting and consultative needs assessments.
- Served as primary point of contact from signed agreement through onboarding, coordinating with internal teams and reporting weekly KPIs to management.

Senvicare | Los Angeles, CA

09/2016 to 08/2018

Operations Manager

- Coordinated multi-site field operations across Greater Los Angeles, managing scheduling and logistics for multiple teams and resolving conflicts proactively.
- Improved reporting accuracy and audit readiness by redesigning reporting workflows with leadership and training staff on documentation standards.

Dasalla Trading Company | Los Angeles, CA

05/2014 to 08/2016

Inventory Manager

- Identified \$300,000 in non-performing inventory within a \$2,000,000 product portfolio by analyzing data and presenting findings to leadership.
- Managed B2B and marketplace partner relationships across Amazon, Shopify and Houzz, tracking channel performance.

EDUCATION

California State University, Long Beach | Los Angeles, CA

Bachelor of Arts in Liberal Arts

Pierce College | Los Angeles, CA

Associate of Arts in Economics

CERTIFICATIONS

- [Google Data Analytics Professional Certificate](#)