

Zachary Henley

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PROFESSIONAL SUMMARY

Consultative sales professional and founder who beats quota: 150% of monthly quota and \$720,000 in contributed revenue at Green Solar Technologies, and 120% at Spectrum. Has spent 3+ years building and running an affiliate e-commerce business, managing retail partnerships through Amazon Associates and Impact and tracking performance with SQL and Python. Combines full-cycle selling, partner management, and hands-on analytics to find revenue opportunities and close them.

KEY SKILLS

- **Consultative & full-cycle sales** — needs assessments, tailored presentations, and closing, reaching 150% and 120% of quota
- **Outbound prospecting** — self-generated lead research, cold calls, and email follow-up to build pipeline and territory coverage
- **Affiliate & partner management** — sourcing and managing retail partnerships through Amazon Associates, Impact, and other networks
- **E-commerce & SEO** — WordPress site building, keyword research, on-page SEO, GA4, and Google Search Console
- **Data analysis & reporting** — SQL, Python, Tableau dashboards, and Excel pivot tables and lookups for decision-ready insights
- **CRM & pipeline management** — Velocify CRM across 100+ active opportunities with weekly reporting; also Salesforce
- **Operations & inventory** — multi-site scheduling, compliance records, and a \$2,000,000 B2B and marketplace portfolio
- **AI & productivity tools** — ChatGPT and Claude for research and writing, plus Microsoft Office and Google Workspace

WORK EXPERIENCE

Affiliate Marketing Business (Self-Employed) | Los Angeles, CA (Remote) 03/2023 – Present
Founder & Web Developer

- Built a consumer product-recommendation website from zero into a live, revenue-generating business, owning web development, market research, content, SEO, and monetization end to end.
- Source and manage partnerships with national and international retailers through Amazon Associates, Impact, and other affiliate networks, tracking pricing, search performance, and conversion across hundreds of pages with SQL and Python.

Green Solar Technologies | Los Angeles, CA 08/2019 – 04/2020
Sales Development Representative

- Contributed \$720,000 in revenue and consistently reached 150% of monthly quota by running a full-cycle consultative sales process: outbound prospecting, cold calling, needs assessments, tailored presentations, and closing.
- Kept 100+ active opportunities accurate and moving by logging all activity in Velocify CRM and reporting weekly to leadership on outreach, conversion rates, and revenue.

Charter Communications – Spectrum | Los Angeles, CA 03/2019 – 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 – 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 – 08/2016
Inventory Manager

- Identified \$300,000 in non-performing inventory within a \$2,000,000 portfolio by analyzing sales 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](#)