

ZACH WICK

Revenue Operations & Growth Systems Leader

208-995-7310 | zachwick@gmail.com | linkedin.com/in/zachwick | Boise, ID / Salt Lake City, UT | Portfolio

PROFESSIONAL SUMMARY

Growth-focused marketing technology and operations leader with 9+ years of experience connecting CRM, lead generation, automation, analytics, websites, AI workflows, and business reporting into practical operating systems. Current portfolio-wide owner for marketing, IT, CRM administration, automations, dashboards, websites, AI integration, phone systems, and lead generation across three companies. Strong fit for Revenue Operations, Growth Operations, Marketing Operations, CRM/Salesforce, automation, and AI-enabled business systems roles.

PROFESSIONAL EXPERIENCE

Marketing and Systems Manager | iZee Management - Nampa, ID

February 2024 - Present

- Own marketing, IT, CRM administration, automations, websites, analytics dashboards, AI integration, phone systems, tech support, and lead generation across a three-company portfolio.
- Connect paid marketing, email campaigns, Salesforce/CRM workflows, reporting, website updates, phones, employee devices, and software setup into one practical operating system for leadership and employees.
- Helped launch Skyline Homes of Nampa from scratch by leading the marketing, CRM, website, technology, and lead-flow side of the business, supporting 100+ high-ticket sales in the first year.
- Created Salesforce-connected floorplan and lead workflows that reduce manual website maintenance, improve pricing accuracy, capture campaign context, and strengthen sales follow-up.
- Built and planned dashboards and automation tools for KPI reporting, dispatch route optimization, AI-assisted website updates, acquisition lead research, and executive communication triage.

Marketing Director | Destination Caldwell - Caldwell, ID

June 2022 - February 2024

- Led marketing strategy, website management, social media, advertising budget allocation, campaign optimization, analytics, and multi-channel execution for a community-focused organization.
- Managed marketing contractors and in-house creative support across digital, social, website, print, radio, local media, and campaign channels.
- Used analytics and campaign performance to guide budget decisions, improve visibility, and create a more organized marketing operating cadence.

Marketing Manager | Wickd Marketing - Meridian, ID

August 2020 - July 2022

- Served as a full-service digital marketing account manager for businesses of varied size, translating goals, needs, and budgets into executable growth plans.
- Built and managed social strategy, content, website development, SEO, Google Ads, Facebook Pixel setup, paid campaigns, and client communication.
- Connected strategy, execution, reporting, and client handoffs across local-business marketing programs.

Marketing & Sales Manager | Kore North Bicycles - Meridian, ID

October 2016 - June 2020

- Managed social media, website updates, paid social campaigns, local ecommerce support, sales, and customer service for a local retail business.
- Built hands-on experience connecting marketing activity, brand awareness, online ordering, customer communication, and front-line revenue work.

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PORTFOLIO PROJECTS

- **BlueBox Analytics:** Leadership dashboard concept centralizing revenue, sales, operations, inventory, customer, Salesforce, Google Ads, and Meta Ads signals for faster KPI review.
- **Salesforce Floorplan Widget:** Searchable website embed and detail-page workflow replacing 100+ static pages with Salesforce-managed floorplans, pricing, availability, saved favorites, and CRM lead context.
- **BlueBox Dispatch Optimizer:** Night-before routing workflow that parses Outlook calendar events, validates safety conditions, sequences stops, and preserves rollback data before publishing.
- **AI-Assisted Website Workflow:** Reusable sections, mobile-first layouts, static deployment, and prompt-driven revisions for faster campaign pages, local landing pages, and site updates.
- **MHP Acquisition Pipeline:** Lead-research dashboard for finding, enriching, mapping, scoring, and working mobile home park acquisition candidates from public and local sources.
- **Executive AI Assistant Concept:** Mobile-first command center for urgency triage, context grouping, travel/project visibility, and human-approved AI response drafting.

SKILLS & TOOLS

Revenue & Growth Ops: Lead flow, pipeline visibility, GTM support, customer acquisition, KPI planning, budget allocation, executive reporting.

Automation & AI: AI business integration, prompt workflows, Zapier, process documentation, workflow triggers, internal assistants.

Marketing Systems: Paid ads, SEO, email campaigns, social strategy, local marketing, content systems, campaign reporting.

Leadership: Contractor management, team communication, goal setting, management dashboards, practical operator mindset.

CRM & Salesforce: Salesforce administration, custom objects, lead tracking, CRM cleanup, assignment workflows, pipeline reporting.

Analytics & BI: Power BI, KPI dashboards, ROI measurement, campaign attribution, data models, advanced Excel.

Web & Ecommerce: WordPress, Shopify, Squarespace, landing pages, checkout flows, UX improvement, website management.

Technical: Full-stack coding foundation, API familiarity, database familiarity, device/software setup, phone systems.

CERTIFICATIONS & EDUCATION

Certifications: Salesforce Administrator; Microsoft AZ-900; Power BI; Excel Basics to Advanced; Udemy technical certifications.

Coding Dojo Boise: Full Stack Coding Certification, May 2020. Training across Python, C++, MERN, APIs, databases, and full-stack application fundamentals.