



Nalani Oakley

Startup Advisor

Startup advisor and former co-founder with 6 years of experience spanning inventory management, customer retention analysis, and financial modeling across WordPress, HubSpot CRM, SAP, and QuickBooks. Audited inventory workflows for 3 e-commerce clients, reducing average holding costs by \$87,140 per year, and built a loyalty-program framework that lifted customer retention from 57.9% to 81.05% for a subscription-box startup.

CONTACT INFORMATION



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Wahpeton, ND 12345

KEY SKILLS

- WordPress
- HubSpot CRM
- QuickBooks
- SAP
- Financial Modeling
- Inventory Management
- Customer Retention Analysis
- Market Research
- Content Strategy
- KPI Reporting

PROFESSIONAL EXPERIENCE

Startup Advisor | Prairie Forge Ventures, Wahpeton, ND

2023 - Present

- Redesigned a client's content calendar and keyword targeting in WordPress, increasing website traffic by 49% over 7 months.
- Audited inventory workflows for 3 e-commerce clients using SAP and reduced average inventory holding costs by \$87,140 per year.
- Built a loyalty-program framework that lifted customer retention from 57.9% to 81.05% for a subscription-box startup within 2 quarters.
- Conducted weekly strategy sessions with founders, preparing financial models in QuickBooks and board-ready slide decks.

Co-Founder and Operations Lead | Bison Trail Goods LLC, Fargo, ND

2021 - 2023

- Restructured warehouse layout and reorder points, lowering inventory holding costs from \$164,300 to \$109,700 within 14 months.
- Introduced a post-purchase email sequence in HubSpot CRM that improved customer retention by 22.16% in the first 90 days.
- Negotiated supplier terms with 9 vendors, shortening average payment cycles by 12 days while preserving product quality.

Marketing Coordinator | Red River Edge Media, Moorhead, MN

2020 - 2021

- Managed traffic dashboards for 6 brand accounts in WordPress, identifying landing-page gaps that drove a 37.4% increase in website traffic.
- Coordinated A/B tests on 14 email campaigns, raising average open rates from 16.3 to 23.7 points on internal scoring.
- Drafted monthly performance reports in Microsoft Office Suite for leadership, covering ad spend, traffic, and conversion data.

EDUCATION

BS in Business Administration

North Dakota State University, Fargo, ND | 2016 - 2020