



Damian Velasquez

Serial Entrepreneur

CONTACT INFORMATION



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Bartlesville, OK 12345

EDUCATION

BSBA in Entrepreneurship |
Oklahoma State University,
Stillwater, OK | 2016 - 2020

KEY SKILLS

- Salesforce CRM
- HubSpot CRM
- QuickBooks
- Tableau
- Sales Pipeline Management
- Financial Modeling
- Go-to-Market Strategy
- Startup Mentoring
- Revenue Forecasting
- KPI Analysis

ABOUT ME

Entrepreneur and startup mentor with 6 years of experience building ventures, refining sales processes in Salesforce CRM and HubSpot CRM, and advising early-stage companies on pricing, positioning, and financial modeling. Grew an owned SaaS venture to \$1.41M in annual revenue by refining the demo-to-close workflow in Salesforce CRM. Mentored 19 startups across two roles on go-to-market strategy and pitch preparation, with multiple companies surpassing revenue and funding milestones.

PROFESSIONAL EXPERIENCE

SERIAL ENTREPRENEUR | CANEY RIVER VENTURES LLC, BARTLESVILLE, OK 2023 - PRESENT

- Mentored 13 early-stage startups on pricing, positioning, and sales playbook design, guiding 9 of them past their first \$500,000 in annual revenue.
- Grew annual revenue for an owned SaaS venture to \$1.41M within 18 months by refining the demo-to-close workflow in Salesforce CRM.
- Redesigned the lead-qualification scorecard for 4 mentee companies, lifting their average sales conversion rate from 11.1% to 36.3%.
- Structured quarterly advisory board meetings for each mentee, reviewing KPI dashboards in Tableau to set 90-day growth targets.

CO-FOUNDER | PAWHUSKA CREEK DIGITAL GROUP, PAWHUSKA, OK 2021 - 2023

- Built the company from launch to \$753,400 in annual revenue by selling digital marketing retainers to regional businesses.
- Raised the inbound sales conversion rate from 11.3% to 38.2% by implementing a structured follow-up cadence in HubSpot CRM.
- Tracked monthly cash flow and vendor payments in QuickBooks, keeping accounts payable cycle under 19 days for 23 consecutive months.
- Mentored 6 startups in the local business incubator on financial modeling and pitch preparation, with 4 securing seed funding within 8 months.

BUSINESS DEVELOPMENT ASSOCIATE | OSAGE HILLS COMMERCE PARTNERS, PONCA CITY, OK 2020 - 2021

- Generated \$568,700 in new annual revenue by prospecting mid-market accounts and managing a 90-day sales cycle.
- Lifted the outbound sales conversion rate by 100.0% after replacing cold-call scripts with personalized video outreach, moving the close rate from 7 to 14 deals per quarter.
- Compiled weekly pipeline reports in Microsoft Office Suite for leadership, covering 47 active opportunities worth a combined \$2.16M.