

RYLAN LACKEY

Finance/Management Student

PROFESSIONAL SUMMARY

Dedicated Finance Major with strong interpersonal skills and leadership abilities. Experienced in personal investments, team collaboration, and business development. Able to demonstrate exceptional work ethic, data analysis, and present innovative ideas.

- *Managed a personal investment portfolio achieving consistent above-market returns through disciplined research and opportunity identification.*
- *Applied financial analysis and market research to identify high-potential investments, demonstrating strong decision-making and risk management skills.*
- *Cash Handling & Bookkeeping: Recorded transactions, reconciled cash flow, and updated ledgers.*
- *Inventory Management: Monitored stock, performed counts, and maintained detailed records to prevent discrepancies.*
- *Developed an AutoFair concept at the University of Nevada, Reno. Applied my knowledge of sales and marketing to pitch an idea to the President of the school along with the executive board. Successfully implemented and coded a website with the knowledge given through courses and extracurricular activities.*

EMPLOYMENT HISTORY

Founder | Wolf Pack Auto Fair (UNR & TMCC Concept)

- ❖ Developed a campus-based auto fair marketplace to connect private car sellers and buyers in a safe, community-driven environment.
- ❖ Conducted market research and built a full business model, including pricing strategy, liability coverage, and operational structure.
- ❖ Designed and integrated self taught coding into a website for ticket sales and vehicle listings, streamlining seller onboarding and event registration.
- ❖ Coordinated with attorneys, insurance agents, and the campus executive board to ensure compliance and mitigate liability risks.
- ❖ Created marketing collateral, vendor contracts, and seller forms to establish a professional proof of concept and attract participants.

Sales Representative - JG Graphics Sep 2024 - Present

Rancho Cordova, CA

- ❖ Prospected and closed B2B sales with local businesses.
- ❖ Developed tailored proposals and presented solutions to meet client branding needs.
- ❖ Managed client accounts, ensuring high satisfaction and repeat orders through consultative selling.
- ❖ Collaborated with design and production teams to deliver custom graphic solutions on tight deadlines.

Skills:

- **B2B Sales & Lead Generation** – Prospected and identified potential business clients through cold calls, email outreach, networking, and referrals. Built and maintained long-term relationships with business clients, acting as the main point of contact for orders and project updates.
- **CRM & Pipeline Management** – Tracked leads, managed opportunities, and documented client interactions using spreadsheets/CRM tools to ensure accurate forecasting. Managed multiple accounts and deadlines, prioritizing high-value opportunities to maximize sales results.

BOOKKEEPING/ BARISTA 2022 - Jul 2024

Smithville & Co 3637 Taylor Rd, Loomis, CA 95650

- ❖ (Shift Manager) Operated bookkeeping, advanced inventory analysis, while also enhancing customer engagement.

- ❖ Increased sales through innovative marketing ideas which improved customer interest.
- ❖ Utilized interpersonal skills, upsold products, boosted early success with new product lines.
- ❖ Managed onsite duties with punctuality and a fast learning mindset, improving daily workflow and service quality.

FOOD SERVER MAY 2020 - JUNE 2022

Zócalos Roseville Pkwy, Roseville, CA 95678

- ❖ Provided exceptional customer service in a fast-paced restaurant, maintaining a friendly demeanor and efficiently addressing customer needs.
- ❖ Customer service and interpersonal skills.
- ❖ Effectively served multiple tables simultaneously, maintaining high service standards even during peak hours.
- ❖ Worked collaboratively with kitchen staff, bartenders, and management to ensure smooth restaurant operations.
- ❖ Successfully increased daily sales through consistent upselling of menu items, beverages, and specials.
- ❖ Ensured accuracy in order-taking, delivering precise orders, and preventing customer dissatisfaction.

EDUCATION

BA FINANCE/ MANAGEMENT Aug 2024 - Present (Junior) 3.5 GPA

University Of Reno, Nevada

Aspiring to build a successful career in finance with a strong interest in the investment industry. Currently pursuing a Bachelors of Finance at the University of Nevada, Reno, with an expected graduation in 2027. Eager to develop expertise in wealth management, data analysis, and drive business growth along with customer satisfaction.

SKILLS

Core Finance & Analytical Skills

- **Financial Analysis & Market Research** – Proven my ability to analyze data through extracurricular courses and material. Able to identify investment opportunities, and make educated decisions.
- **Portfolio & Investment Management** – Experienced at managing my own investments with consistent above-market returns, demonstrating practical application of finance theories.
- **Risk Management** – Assessed liability and compliance risks when creating the Auto Fair concept and during investment decisions.
- **Data Analysis & Forecasting** – Salesforce/Data Analysis training, plus applied forecasting in sales pipelines and bookkeeping roles.

REFERENCES

Jessica Smith, Owner Of Smithville & Co (9163900877)

Jared Gavard, Owner of JG Graphics (5309030340)

ADDITIONAL INFORMATION

MORE SUNSHINE SOLAR CLEANING 2021

Founder

Created a product and operated a solar panel cleaning service company. Managed team operations, sales, and provided services to residential clients.

TONED APPAREL 2020

Founder

Developed a clothing brand including website design and social media marketing. Gained a ton of valuable experience in business operations and digital marketing.