

# RICHARD MCCABE RESUME

San Marcos, CA 92069 | (760) 846-2362 | Ricky@RickyMcCabe.com

## PROFESSIONAL SUMMARY

Results-oriented strategic professional with a proven business development strategy, sales growth, and marketing track record. Expert in market development, analytics, online systems management, and team leadership. Skilled in driving growth, maximizing revenue, and navigating complex analytics. Passionate about achieving strategic results and enhancing competitiveness.

**Interesting Note:** 7th Generation Grandson of Thomas Jefferson & Sally Hemings

## SKILLS

- New Business expansion
- Data Analytics
- Operational Reporting
- Salesforce CRM Development
- Strategic Planning
- Process Optimization
- Market Analysis
- HubSpot CRM Development
- Customer Experience Control
- Change Impact Analysis
- Team Building
- RFP Development

## EXPERIENCE

### Founder / Head of Strategy

September 2018 - Current

#### Lovely Leaps | Escondido, CA

- Founded Lovely Leaps, a thriving dance studio and education company founded in September 2018.
- Directed an average growth of over 10% month over month since inception.
- Spearheaded an impressive enrollment of 650 students actively participating in our in-studio/school enrichment classes and over 10,000 children through our engaging and interactive online classes.
- Developed business plan for financial projections for funding and investments.
- Oversee all customer relationship management (CRM), web development, product development, and marketing initiatives, ensuring our online presence reflects our commitment to excellence and innovation.
- Manage and oversee the execution of our three annual recitals, which showcase our students' talent and hard work. These recitals host over 900 people in attendance.

### Marketing Director & Sales Operations Manager

May 2019 - February 2024

#### REIG | San Marcos, CA

- Converted REIG's entire Infusionsoft, Google Sheets organization, and marketing systems with over 120 new workflows and automation into HubSpot, generating 30,000+ prospects and a complete brand overhaul.
- Furthermore, integrated Salesforce for more in-depth reporting from the sales team.
- Collaborated with the executive team to develop and implement plans for sales/marketing operations, processes, and personnel designed to accommodate continuing growth objectives, resulting in an increase of 200% in lead volume.
- Directed the development of long-term strategic marketing objectives/plans in alignment with organizational goals, while promoting profitable growth in new and existing markets.
- Generated weekly analytics from Google Analytics, HubSpot, & Salesforce forecast reporting to identify strategic directions.

### Business Development Director

April 2017 - May 2019

#### Movetic | Encinitas, CA

- Directed all aspects of business development, driving client acquisition, brand building and growth, product/service promotion, and market positioning through proactive solutions, best practices, and strategic development plans.
- Spearheaded the growth strategy and brand development of Skrewball Whiskey in 2017, leading to over \$30,000,000 per year due to brand awareness and recognition.
- Developed and successfully built out the entire sales division and HubSpot CRM system for the agency in 2017, streamlining business operations and increasing revenue by over 100%.

- Monitored and analyzed sales and business development strategies against established goals, driving performance metrics through strategic analysis and creative penetration of new accounts and partners. Increased Annual from \$200,000 to over \$1,000,000 in annual sales.
- Coordinated Analytics, HubSpot CRM, and industry insights to inform strategic agency decisions.

**Founder / Head of Strategy**

November 2011 - March 2017

**CX Solutions | San Marcos, CA**

- Founded and developed this Marine Services Company and worked with the U.S. Navy and Lockheed-Martin to provide facility maintenance and planned maintenance services aboard LCS class ships.
- Developed and supervised a team of 50+ skilled craftsmen specializing in shipyard projects for a program designed to work seamlessly between the U.S. Navy and Lockheed-Martin.
- Executed the program's core mission, which was facilitating and performing FM/PM services across the LCS platform. The program logged over 70,000 man-hours and \$3m in annual sales.
- Proposed solutions to meet defined specifications and needs.
- Developed and maintained comprehensive analytics reports and dashboards to provide actionable insights.

**National Sales Consultant**

June 2012 - June 2014

**Phamatech, Inc. | San Diego, CA**

- Successfully drove the achievement of over \$1M in annual diagnostic sales.
- Implemented strategic consulting, including business plans and sales strategy development for government and non-government operations, while spearheading marketing efforts.
- Developed and executed over 50 RFP, RFB, and RFI potential agreements for government and private organizations per year.

**EDUCATION**

Pathfinders Apprenticeship  
Presenter Award

June 2020

Bachelor of Arts (B.A.) - Communications  
University of Nevada, Reno, Reno, NV

May 2012

President ~ Alpha Kappa Psi Professional Business Fraternity (50+ members)