Will Martyka

Austin, TX | wmartyka@outlook.com | 512-810-6020 | linkedin.com/in/wmartyka

PROFESSIONAL SUMMARY

Revenue Enablement & Sales Ops Builder with 5+ years of experience driving pipeline growth, GTM execution, and sales automation for high-growth teams. As a founding team member at ATX Solar, I created sales cadences, implemented tools like PhoneBurner and Quicklead to generate 200+ qualified leads and 30+ booked meetings. Coachable, data-informed, and action-oriented with a passion for modern prospecting strategy and GTM tech stacks.

CORE COMPETENCIES

- CRM Design & Automation (Monday.com, Salesforce, Zapier)
- Job Costing, Proposal Tools & Financial Modeling (OpenSolar, Excel)
- Labor Forecasting, Team Scheduling, JIT Procurement
- Supplier Email Automations & Material Forecasting
- Lead Capture Integration (Custom Website to CRM)
- Hiring Systems & Onboarding Frameworks (Monday CRM)
- Inventory Flow Optimization (Sortly), Trailer Layout Design
- Marketing Design, Branding & Digital Assets
- Technical Plan Review, Permitting, Electrical Apprenticeship
- Python Tool Creation, HTML/CSS Learning, WordPress Setup

PROFESSIONAL EXPERIENCE

Director of Operations & Founding Team Member – ATX Solar (Nov 2020 – Present)

- Built and deployed fully automated CRM system using Monday.com, reducing manual lead entry time by **50%** and increasing rep pipeline visibility.
- Integrated website lead capture via Zapier to CRM for instant tracking.
- Scheduled team members based on projected job times and labor budgets, improving labor utilization efficiency by **15%**.
- Created OpenSolar proposals and Excel models that reduced sales proposal time by **30%** and improved close rate visibility.
- Managed weekly reporting and monthly performance reviews, leading to a **10%** improvement in sales rep quota attainment.
- Sourced vendors and built onboarding systems that reduced new hire ramp time by **30%**.
- Built and launched a cold outreach system including email, phone, and LinkedIn scripts, resulting in **200+ leads** and **30+** booked meetings.
- Sourced and implemented PhoneBurner to increase call volume by **3x**, improving SDR response efficiency and meeting conversions.
- Launched customer testimonial program with Vocal Video, producing **20+ assets** that improved sales follow-up trust and marketing engagement.
- Identified and leveraged Quicklead Finder to build **1,000+ targeted B2B leads**, driving partnership outreach across solar, roofing, and insurance sectors.

Sales Operations Analyst / Salesforce Liaison – ION Solar (May 2020 – Nov 2020)
- Created Salesforce dashboards and analyzed install bottlenecks.
- Reengaged over **400** stalled leads/month through CRM automation.
- Led team expansion through LinkedIn outreach and sales training support.
- Collaborated with regional managers to track rep activity, pipeline aging, and sales bottlenecks in weekly dashboards.
- Supported training programs for new field reps by building CRM walkthroughs and performance reporting templates.

Sales Development Representative – ION Solar (May 2019 – May 2020)
- Built outbound territory and drove **$1M+ in closed solar sales** through door-to-door prospecting, qualifying, and lead nurturing.
- Improved territory targeting and SDR ramp-up by **40%**.
- Developed onboarding tools using Tableau and PowerPoint.
- Managed full outbound lifecycle: territory planning, cold outreach, qualification, and CRM lead logging.
- Mentored new SDRs on pitch structure and D2D objection handling, improving early rep performance.

EDUCATION & TRAINING

Michigan State University – College of Engineering
B.S., Applied Engineering Sciences (Supply Chain Management Concentration) | May 2019 | GPA: 3.75

Additional Training:
- Startup School – Y Combinator (Completed)
- HTML & CSS – Team Treehouse (In Progress)

TOOLS & CERTIFICATIONS

- **CRM & Automation Tools:** Monday.com, Salesforce, OpenSolar, Sortly, SiteCapture, Zapier, Easymails, Mailchimp
- **Finance & Reporting:** Excel, QuickBooks, SankeyMATIC
- **Web & Design:** PowerPoint, Canva, Adobe Suite, WordPress, HTML/CSS
- **Programming:** Python (basic scripting)
- **Certifications:** FAA Part 107 Commercial Drone Pilot
- **Technical Background:** 2+ Years Electrical Apprenticeship (Residential Solar)

INTERESTS

Outdoor fitness (hiking, bouldering, weightlifting), farmers markets, and growth-focused books on business, mindset, and leadership.