

MATTHEW RUPPERT

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EDUCATION

UNIVERSITY OF NORTH CAROLINA AT CHARLOTTE: Belk College of Business Aug 2024 - May 2028
Bachelor of Science in Business Administration, Finance Concentration

CENTRAL PIEDMONT COMMUNITY COLLEGE: Aug 2024 - May 2025
Accounting and Finance

EXPERIENCE

HOTWORX

Lead Sales Representative & Event Coordinator Charlotte, NC
Oct 2024 – May 2026

- Achieved a 95% conversion rate of “trial” clients by implementing a consultative sales approach.
- Cultivated 8 strategic Business-to-Business partnerships, accelerating inbound lead volume by over 35% through targeted corporate outreach.
- Generated over 900 qualified leads and maximized Hotworx visibility by directing the company's promotional strategy at key marketing events.

ZTECH MEDIA

Founder and Owner Charlotte, NC
Jan 2023 – Present

- Founded and scaled a digital agency serving a portfolio of multiple small businesses, jointly working to drive year-over-year increase in average client revenue.
- Engineered robust monthly ROI analytics reports, demonstrating transparent campaign value to secure a 90%+ client retention rate over consecutive quarters.
- Designed social media ad campaigns utilizing advanced targeting parameters to boost lead generation.

R-MAR ELECTRIC

Project Estimator / Electrician Apprentice Charlotte, NC
Nov 2020 – Aug 2023

- Prepared cost estimates for residential electrical projects ranging from \$5,000 to \$80,000 in total value.
- Collaborated with contractors to adjust estimates and maintain a low-cost variance on residential projects.
- Optimized budgeting, invoice reconciliation, and job costing, helping track actual vs. forecasted expenses.

LEADERSHIP

CHARLOTTE SALES NETWORK: Charlotte, NC Jan 2026 – Present
Vice President of Operations

- Recruited 25+ members and successfully executed 30+ on and off-campus events (including Carolina Panthers, TEKsystems, Barrings)
- Secured dozens of corporate partners through outbound outreach and relationship building

ENTREPRENEURSHIP CLUB: Charlotte, NC Jan 2025 – Present
Public Speaker

- Mentored 4 peers through the startup process, providing structure, accountability, and hands-on guidance
- Organized business development discussions that increased participation and strengthened club engagement

ISABELLA SANTOS FOUNDATION: Charlotte, NC Sep 2025
Team Organizer & Event Vendor

- Supported a community fundraiser that generated over \$80,000 for cancer research and family programs
- Managed communication between vendors, staff, and event organizers to ensure seamless event operations

SKILLS

- **Skills:** Financial Modeling, Python, SEO, Prompt Engineering, CRM tools, proficient with MS Office Suite