Michael Kopitske

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Education

B.A.: **Business Communication**
University of California, Santa Barbara - Santa Barbara, CA

- 200 units completed | Worked 20+ hours/week throughout degree | 3.93 GPA
- Study Abroad: Florence, Italy — Marketing of Wine program (coursework + winery internship); collaborated with local wineries on brand development and market positioning.
- Technology Management Program Certificate | Emphasizing AI literacy, marketing principles, sales tactics, and analytical thinking through discussion-based, hands-on coursework.
- Extracurricular: Competitive Swim Club (Competes & on Executive Board)

Professional Summary

Sales professional with 3+ years closing in high-rejection environments — retail floors, doorsteps, and everything in between. Backed by a B.A. in Business Communications, VC research experience, and hands-on AI exposure, I bring the analytical foundation and interpersonal instincts to thrive in fast-moving, quota-driven roles.

Skills

Revenue Generation & Pipeline Building | Customer Relationship Management | Outbound Prospecting | CRM & Sales Tools | AI & Tech Fluency | Team Leadership

Experience

Athletics Event Supervisor 9/2025 to 7/1/2026
UCSB Recreation – Santa Barbara, CA

- Promoted to supervisor within 3 months of internship, assuming operational ownership of game-day marketing across volleyball, baseball, softball, and basketball programs.
- Direct a 7-person team of interns and staff, coordinating all pre-game setup, live-event execution, and post-event breakdown for events drawing 600+ student attendees.
- End-to-end production of all game-day marketing elements: video board programming, DJ/music cues, PA script management, sponsorship reads, halftime shows, and crowd engagement activations.

Sales Representative 7/1-2025 to 9/10/2025
W&B Services - Folsom, CA

- Build instant rapport with homeowners through cold door-to-door outreach, converting strangers into paying customers in a high-rejection, commission only environment.
- Navigate live objections and tailor consultative pitches to each homeowner's specific property needs - consistently identifying upsell opportunities to increase average transaction value.
- Knocking ~100 doors a day converting roughly 1 in 10 into a live sales conversation, self-managing daily routes, time in territory, and personal sales targets without direct supervision.

Externships 10/1/2024 to 6/1/2026
Extern - Remote
Mangusta Capital - VC Deal Sourcing & Startup Analysis

- Conducted investment due diligence on early-stage companies, evaluating fundraising history, team composition, competitive landscape, and technology stack to surface viable opportunities.
- Synthesized findings into professional investment memos - distilling complex multi-factor analysis into a clear, compelling thesis for decision-makers.

Outamation - AI Development

- Built AI-powered pipelines in Python to process 200+ page mortgage document files, reducing manual review time.
- Benchmarked end-to-end document intelligence system across OCR accuracy, RAG retrieval quality, and routing performance — delivering actionable optimization recommendations.

Brand Associate 10/2023 to Current
Abercrombie & Fitch - Sacramento/Santa Barbara, CA

- Sold on a team projecting $15K–25K$ in daily sales through customer-tailored selling
- Led onboarding and training sessions for new Brand Associates, covering company policies, sales strategy, and best practices.
- Drove incremental revenue through strategic merchandising and product placement, directly increasing foot traffic and conversion.