

ERIK LAYBOURNE

BUSINESS DEVELOPMENT | OPERATIONS MANAGEMENT

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PROFILE

Small business developments specialist and operations manager. Versatile team leader who specializes in new product development, creative team management, UX design, process optimization/automation, and more.

EXPERIENCE

Founder

Noble Systems LLC | 2021-Present

- Capitalized on a hot cryptocurrency market to capture \$250K+ in revenue in just over 18 months.
- Brokered deals with 20 individuals to place Helium cryptocurrency miners on their properties.
- Created monthly accounting statements and reconciled all accounts using Quickbooks.com.

Founder

Moat Technologies LLC (www.moat-tech.com) | 2019-Present

- Bootstrapped the Moat Technologies brand/products, generating \$260K+ in revenue.
- Launched three proprietary Moat products: S1 Climate Sensor, S2 Climate Sensor, and H1 Smart Hub.
- Designed the Moat logo, packaging, iOS/Android apps, moat-tech.com website, and all other brand assets.
- Sourced and Maintained relationships with manufacturing partners.
- Created SEO, PPC, and social media strategies to build brand awareness and increase sales.

Marketing & Software Consultant

Multiple Companies | 2019-2020

- Designed and developed websites and marketing content for multiple companies in the property management, real estate, medical, and consumer goods spaces.
- Served as a temporary lead developer for BigFin's DCSLinkStream app to fix a backlog of application bugs, create software documentation, and add BLE drivers to link third-party devices with their platform

Director of Customer Experience

Waterfi LLC | 2015-2019

- Led development of new products generating \$6M+ in revenue.
- Developed Salesforce automations, objects, and dashboards to manage 300K+ customers
- Managed Waterfi's entire catalog of products, selling up to \$5M+ annually.
- Oversaw Marketing & Operations teams (8 people), handling 30K+ orders, and 24K+ emails/calls per year.
- Led a project that improved net profit margin by 41%, through analysis and reduction of all cost contributors.
- Streamlined our inventory system to allow for weekly updates, 14-day sellthrough, and a 99.9% in-stock rate.
- Provided monthly reviews of our accounting statements to the company president.
- Met annually with the executive team to create detailed analytics of the prior year's performance and set goals and employee incentives for the new year.

Marketing Manager

Waterfi LLC | 2012-2015

- Led development of new products generating \$4M+ in revenue.
- Led all digital marketing campaigns including SEO, SEM, social, email marketing, print advertising, and more.
- Co-led implementation and training of lean manufacturing techniques company-wide.
- Led initiatives to reduce average shipping errors by 72% by analyzing/fixing the most common issues.
- Directly managed a marketing & customer support team of six people.