

# CADE HORTON

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## PROFESSIONAL SUMMARY

Full-cycle B2B sales professional with a track record in high-velocity inside sales, six-figure capital transactions, and competitive pipeline management. Funded \$2.78M across 35 transactions at NerdWallet, ranked #1 in prospect connects in final full month. Former NCAA Division II starting wide receiver. Coachable, metric-driven, and built for high-performance sales environments.

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## PROFESSIONAL EXPERIENCE

**NerdWallet** - June 2025 – Present

*Account Executive // Scottsdale, AZ*

- Funded \$2.78M in small business capital across 35 transactions; average deal size \$79K, largest single deal ~\$300K+
- Ranked **#1 in prospect connects** (2-min+ conversations) among all reps in final full month; maintained top 10% organization-wide throughout tenure
- Generated \$184K in revenue; navigated full cycle across 30+ lender marketplace: prospecting, qualification, offer retrieval, underwriting, negotiation, and close
- Call recordings selected by management for floor-wide training on assumptive language and high-conversion pitching technique
- Managed live deals across multiple lenders simultaneously, re-engaging leads through underwriting delays and lender counteroffers under market-wide demand downturn in Q1

**CloseGPT (AI Startup)** - September 2024 – February 2025

*Sales Representative → Sales Manager // Remote (Scottsdale, AZ)*

- First and only sales hire; closed **28 accounts in first month** with no training, playbook, or precedent
- Generated \$120K in closed revenue through outbound prospecting, product demos, negotiation, and close
- Promoted to Sales Manager; built onboarding documentation, demo framework, and sales protocols for incoming hires
- Served as sole liaison between clients and international development team; managed post-sale delivery, support escalations, and upsell opportunities

**East Coast Sports Investors (ECSI)** - June 2023 – May 2024

*Social Media Manager // Remote (Boston, MA)*

- Drove **+527% increase in accounts reached** and +965% increase in engagement within first 30 days of taking over dormant accounts
- Managed team of interns; assigned roles, coordinated workflows, and developed onboarding guide for incoming members
- Rebuilt brand identity from scratch — standardized profiles, deleted thousands of off-brand posts, created Canva and Mailchimp accounts

**CreditReady** - April 2023 – September 2023

*Sales & Marketing Intern // Remote (Scottsdale, AZ)*

- Supported pre-launch go-to-market strategy; implemented AI tools to improve operational efficiency across a fully remote, cross-timezone team
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## EDUCATION

**Saint Anselm College — Manchester, NH** - 2020 – 2024

*Bachelor of Arts, Marketing | Dean's List (Multiple Semesters) | NCAA Football — Starting Wide Receiver*

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## SKILLS

Full-cycle B2B sales · Leadership · Consultative selling · Objection handling · Negotiation · Pipeline management · Financial product sales · Demo delivery · CRM · AI & automation tools · Strategic Analysis