





Nathaniel Stutz

Business Development | Sales | Marketing
Content Creation | Photography | Film

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Work Experience

RECWEST OUTDOOR PRODUCTS, INC. | July 2016 - Present

RecWest Outdoor Products is the exclusive representative for Landscape Structures, Inc.—a top park and playground manufacture in the world, with over \$200 Million in annual sales. RecWest provides turnkey park, play space, and public works solutions for municipalities, schools and landscape architects in Southern California.

Business Development & Marketing Manager

- Developed, implemented, and managed social media strategy across multiple previously dormant platforms. Accomplished a 70% average increase in followership, and a 12,000% average increase in engagement across all platforms.
- Innovated alternative business model to open RecWest up to new market opportunities which have produced over \$7 Million dollars of additional revenue within the past two years.
- Grew landscape architecture and specifier client base by 25% via alternative business model, targeted social media marketing, learning presentations, and referrals.
- Managed team of 3rd party consultants in the transition of RecWest's CRM from an outdated FileMaker Pro database to a fully custom Salesforce Platform.

Senior Recreation Sales Consultant

- First Consultant in company history to close \$1,000,000.00 in equipment sales in their first full year, and \$2,000,000.00 in year two.
- Discovered and converted leads via cold calls, learning presentations, and referrals.
- Managed all aspects of sales cycle: Design, Product Presentation, Proposal Building and Construction Project Management.
- Exceeded annual sales goals each year.
- Developed exclusive relationships with many public and private enterprise clients.

LOYOLA MARYMOUNT UNIVERSITY, COLLEGE OF BUSINESS | August 2014 – June 2016

College of Business Administration Office of Masters' Programs, and Marketing Study Assistant.

Marketing & Sales Research Assistant

- Developed Excel-based coding systems to evaluate interview data at scale for a Customer Reacquisition Study on strategies and success rates of customer reacquisition attempts.

MBA Program Marketing Assistant

- Collaborated with LMU MBA Program Director on the development and implementation of integrative and creative marketing strategies focused on attracting prospects to the program's new cohort design.
 - Redesigned the MBA Program's weekly email newsletter into a more attractive, interactive, and trackable template via Constant Contact.
 - Created recruitment presentation decks and other visual marketing materials.
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FBS ADVENTURE CAMPS | September 2012 – August 2013

Multi-Adventure Sport Day Camp based in Santa Monica, California.

Co-Founder & CEO

- Developed multi-sport outdoor adventure, learning and leadership curriculum.
 - Created and presented business plan to acquire financial partnership for the program.
 - Established partnership with Southern California's Largest Beach Camp, FBS, as well as one of Los Angeles' longest operating social clubs, The Jonathan Club.
 - Managed the startup budget, recruited and trained staff, and directed all daily operations.
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PONY UP PRODUCTIONS | September 2010 – June 2013

Film & television production company of Award-Winning writer/director, Lisa Cholodenko.

Creative Executive

- Collaborated with Lisa Cholodenko in the selection and development of potential feature film and television projects with HBO, Warner Brothers, Fox, and Focus Features, including The Kids Are All Right, which won a Golden Globe Award for Best Picture, and was also nominated for four Academy Awards including Best Picture.
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AIDS HEALTHCARE WORLDWIDE | October 2011 – June 2012

Top provider of medicine and advocacy to more than 600,000 people across 25 countries.

TV/Video PSA Writer, Director & Producer

- Conceptualized, wrote, and directed a nationally broadcasted TV/Online PSA Campaign.
 - Over 250,000 plays on YouTube and part of an outdoor QR code marketing campaign.
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HANDS ON USA DISASTER RELIEF: HURRICANE KATRINA | August 2005 – December 2005

Provider of hyper-localized, and hands-on disaster relief to underserved communities.

Lead Volunteer

- Led groups of volunteers in daily relief project within the local Biloxi, MS community after Hurricane Katrina.

Skills & Interests

- **Office:** Hootsuite, Canva, Constant Contact, Mailchimp, Salesforce, Slack, Zoom, MS Teams, MS Excel, Social Media Platforms, Public Speaking
- **Creative:** Photography, Adobe Photoshop, Adobe Lightroom, Content Writing
- **Interests:** Photography (@natestutz), Filmmaking, Rock Climbing, Trail Running, Flow Theory.
- **Joe's Valley Rock Climbing Fest | Photographer (since 2021)**

Education

LOYOLA MARYMOUNT UNIVERSITY | Masters of Business Administration | June 2017

- Concentration: Marketing & Entrepreneurship

EMERSON COLLEGE | Bachelor of Arts | September 2005

- Major: Film & Television Production | Minor: Advertising & Marketing

National Outdoor Leadership School (NOLS) | Outdoor Educator Course | 2013