

Matthew Nutty

Sales Professional | Account Executive | Data-Driven Leader

Los Angeles, CA | mtnutty@gmail.com | 602.821.7476 | [linkedin.com/in/matthewnutty](https://www.linkedin.com/in/matthewnutty)

PROFESSIONAL SUMMARY

High-performing sales professional with 7+ years of experience closing complex, high-value deals in one of the world's most competitive relationship-driven industries. Proven track record of consistently exceeding revenue targets in commission-based environments while managing sophisticated deal cycles with multiple stakeholders, legal teams, and C-level decision-makers.

Distinguished by exceptional operational and analytical capabilities—leveraged advanced data analysis, CRM optimization, and productivity tools to drive team performance and inform strategic decision-making. Recognized as a technical leader, frequently elevated to guide peers on systems, workflows, and data-driven sales strategies.

Full Sales Cycle Management

Complex Deal Negotiation

Consultative Selling

CRM Administration

Data Analysis & Dashboards

Team Leadership

Pipeline Development

Executive Communication

PROFESSIONAL EXPERIENCE

Talent Agent

Paradigm Talent Agency — Beverly Hills, CA

2019 – 2026 | [Full sales cycle ownership](#) | [Commission-based](#) | [Team leadership role](#)

- **Consistently exceeded annual revenue targets** in a commission-only, market-volatile environment
- **Negotiated deals ranging from \$50K to \$500K+** with major studios, networks, and streaming platforms including Disney, Netflix, Warner Bros., and Amazon
- **Elevated to informal team lead** based on technical proficiency—mentored junior agents on CRM best practices, data analysis, and operational workflows
- **Built comprehensive tracking dashboards** analyzing deal pipeline, conversion rates, market trends, and competitive positioning
- **Developed automated reporting systems** that improved team visibility into performance metrics and opportunity forecasting
- **Recognized as go-to technical resource** for troubleshooting systems, optimizing workflows, and implementing productivity solutions

Executive Assistant to SVP, Feature Talent

APA (Agency for the Performing Arts) — Beverly Hills, CA

- **Redesigned and administered departmental CRM/database systems**, implementing new data structures that improved searchability, reporting accuracy, and cross-team collaboration
- **Built comprehensive tracking dashboards** providing leadership with real-time visibility into deal pipelines and revenue forecasting
- **Developed standardized data entry protocols**—reduced errors by 40% and ensured data integrity across systems
- **Created automated workflows** for contract tracking, deadline management, and follow-up sequences, saving 10+ hours weekly
- **Mastered full productivity suite**: Advanced Excel (pivot tables, VLOOKUP, macros), Google Workspace, Microsoft 365, Asana, Slack
- **Served as technical liaison** between department and IT—troubleshooting issues and advocating for system improvements

TECHNICAL PROFICIENCIES

CRM & Sales Tools	Salesforce (Admin-level), HubSpot, LinkedIn Sales Navigator, Pipedrive
Productivity Suite	Microsoft 365 (Expert), Google Workspace, Slack, Zoom, Asana, Monday.com, Notion
Data & Analytics	Excel (Advanced: Pivot Tables, VLOOKUP, Macros, Power Query), Dashboard Creation, Reporting Automation
Business Intelligence	Pipeline Analysis, Revenue Forecasting, Performance Metrics, Competitive Intelligence

EDUCATION

Arizona State University

Bachelor of Science, Business (Management) | Minor: Film & Media Production | Dean's List