

Luca Pozzi

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SDR & GTM-focused finance/tech student with top-ranked retail sales performance and experience driving outbound growth, client acquisition, and revenue expansion.

EDUCATION

Fordham University, Gabelli School of Business

New York, New York

Bachelor of Science, Finance, Fintech Concentration

Dean's List 2024, 2025, 2026

Major GPA: 3.9

Relevant Coursework: Financial Modeling, Fintech, Venture Capital, Marketing, Data Systems

The American High School of Milan

Milan, Italy

International Baccalaureate

SALES EXPERIENCE

Equinox

New York, New York

Sales Associate

June 2023 – June 2024

- Generated \$60K+ in sales for the company, consistently ranking as top salesperson in the district.
- Cold-called churned and prospective members to pitch promotions and events, driving incremental sales.
- Created a service where customers order products directly to their gym, opening a new channel for revenue.
- Designed targeted in-class promotions that outperformed other districts in weekly unit sales.

Pietra Communications

New York, New York

Sales Associate

Sept. 2023 – Sept. 2025

- Built and managed a prospect database that increased new client acquisition by 27%.
- Created an automated personalization tool to scale tailored emails and increase prospect response rates.
- Pitched and scoped \$90K+ targeted campaigns to prospects, converting outbound outreach into new clients.

OTHER EXPERIENCE

United States-Mexico Chamber of Commerce

New York, New York

Customer Relations

July 2023 – Sept. 2023

- Improved NPS results 22% compared to previous quarters for events with senior corporate leaders.
- Engaged senior corporate attendees to surface partnership and sponsorship opportunities.
- Produced post-event follow-ups that generated dozens of qualified partnership leads.

Aquarelle

New York, New York

Bartender

June 2025 – Sept. 2025

- Served 200+ nightly guests in a high-volume setting, driving higher sales through targeted recommendations.
- Maintained the highest average ticket cost among servers by upselling menu offerings at the bar.
- Collaborated with hosts and promoters to plan private events, ensuring service for 50+ guests and influencers.

EXTRACURRICULAR

Fintech/VC Club

New York, New York

Board

Sept. 2023 – Present

- Wrote analyses of fintech and VC-backed startups, for weekly club meetings and our markets newsletter.
- Organized the One Shared Truth conference, moderating fireside chats and contacting guest speakers.

SKILLS

Skills: Python (automation, data scraping, API integrations), Excel (macros, pivot tables, KPI dashboards)

Certifications: Finra SIE, Envestnet Certification, Bloomberg Market Concepts, Advanced Python Certificate

Interests: Passionate about old movies and windsurfing

Language: English & Italian (fluent), Spanish & French (conversational)