

Luke B. Houston

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EDUCATION

The Ohio State University, Fisher College of Business

Columbus, OH

Bachelor of Science in Business Administration

August 2022 - August 2025

- **Specialization:** Finance
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WORK EXPERIENCES

ZappX

Columbus, OH

Account Executive

March 2024 - September 2024

- Communicated and maintained relationships of over 20 customers with a CRM to boost retention and revenue.
- Managed daily outbound email, cold calling, and content campaigns to grow to \$2,000 MRR in the first month.
- Report feedback to the tech team in weekly meetings to aid in software development and keep customers satisfied.
- Researched competitors' products to identify gaps in the power dialer market for leverage in closing calls.

American Income Life, S-S Bendure & Hartwig

Columbus, OH

General Managing Sales Agent

May 2023 - April 2024

- Managed and motivated over ten sales reps with daily check-ins and competitions, accumulating six-figures in sales.
- Mentored new reps in sales and experienced reps in leadership during development times to increase performance.
- Recruited with LinkedIn, social media, and career fairs to identify and evaluate dozens of qualified employees.
- Trained with retention team on backend paperwork to effectively communicate insurance qualifications with clients.

Columbus Pool Management

Delaware, OH

Pool Manager

May 2021 - August 2022

- Supervised dozens of lifeguards and the equipment for three different pools simultaneously to maintain operations.
 - Managed pool machinery within each pump room to ensure pool flow was stable and clean for guests.
 - Tested pool chemicals using a variety of kits every hour and would refill chemicals to ensure pool safety standards.
 - Facilitated a positive and energetic culture by interacting with guests to bring excitement to the pool environment.
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LEADERSHIP EXPERIENCES

Kappa Theta Pi

Columbus, OH

VP of Finance, Founding Board & Blockchain Committee Director

September 2024 - Present

- Facilitate growth of Ohio State's only professional technology fraternity with financial management and budgeting.
 - Coordinate events, rush, and social gatherings for 40 new members to cultivate a passionate community of scholars.
 - Taught 20 members about cryptocurrency, and blockchain logistics to enhance their blockchain development abilities.
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HONORS/ACTIVITIES

MakeOHI/O AEP Winner (2025), Blockchain Instructor & Director (2025), Buckeye Student Sales Network (2025), Pickleball Addict (2024), 100 Hour Water Fast (2024), Columbus Marathon (2024), APEX Recruiter (2023), x3 Top Producer & Rookie of the Week AIL (2023), Top Sales Manager of Q3 (2023), AbbVie Scholarship (2023)

SKILLS

Financial Modeling, Excel, Python, Data Analysis, Corporate Finance, Market Research, Pitch Decks, DCF, Risk Assessment, CRM, Sales Strategy, Tokenomics, Cold Outreach, Objection Handling, Business Strategy, Market Research

INTERESTS

Cryptocurrency, Fly Fishing, Guitar, Fitness, Cleveland Browns, Dungeons & Dragons, Charity, Personal Newsletter