



**Evan Sitkoff**  
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To Whom It May Concern,

I am excited to share my application. With over a decade of leadership experience in operations, curriculum development, and technical solutions design, I bring a track record of aligning diverse stakeholder goals, streamlining workflows, and fostering collaborative team cultures—skills that translate to meeting complex and evolving requirements.

In my role as Director of Sales and Operations for iCode Cupertino, I learned how sustainability and efficiency must work hand in hand. In this role, I partnered with national executive teams and regional director colleagues to design and implement critical administrative, operations, and HR systems. I improved operational efficiency in hiring and recruitment processes by providing a rank-optimized Indeed template system that led to dozens of new hires for instructors and center managers. I also streamlined permit compliance for the Cupertino center according to city requirements. These results came from collaboration with local chamber of commerce leaders, diligent research and community involvement, clear communication with officials, attentive listening with project stakeholders, and maintaining a mindset that respected both operational goals and time limitations to meet objectives.

Collaboration has been at the forefront of my career. Whether leading all business development initiatives, adapting educational programs based on community feedback, or coordinating specialized services across multiple territories to ensure consistent quality, I have seen firsthand how respectful communication and shared goals drive lasting success. My ability to manage detailed logistics while also envisioning scalable solutions will allow me to contribute meaningfully to administrative processes, data systems, and operational planning.

I am confident that from my past experiences, I possess qualities that will prove to be valuable contributions to future workplaces. I would welcome the opportunity to share how my solutions-focused mindset and collaborative leadership style can support and contribute to sustainable growth.

Thank you for your time and consideration. I look forward to hearing from you regarding the potential for our future collaboration.

Sincerely,  
Evan Sitkoff



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## PROFESSIONAL EXPERIENCE

### Zedu Impact Academy

From 2024 to 2025, I developed robust sales pipelines and crafted compelling marketing materials. I designed comprehensive customer journey strategies and improved operational efficiency through backend solutions and AI-driven lesson-planning training. Supported students in academic writing through developing a college-prep language arts program for underserved students. Lead student family customer service contributing to increased program renewals, trained new hires in CRM ; improved team retention through improving collaborative work culture.

### iCode Cupertino

From 2023-2024, I accelerated brand awareness , program reach by collaborating with a cross-functional national corporate office to localize sales, operations, and marketing through live event tables providing public with info and demonstrations of robotics and coding curriculum. Secured multiple after-school program contracts by navigating public school administration approval channels and helped train colleagues on technological requirements for STEAM curriculum and services.

### Mindful Learners

From late 2014 to 2022, I founded and operated a private education business with a client network of 30 families and numerous school partnerships by leveraging organic growth— word-of-mouth referrals, student-centered social media facebook page dedicated to student achievement, communication and operations processes that catered to client satisfaction resulting in establishing a reputable brand in the San Francisco Bay Area.

## SKILL EXPERTISE

**Microsoft Office Suite & Google Workspace** Tracking Business Processes, Go To Market Planning, HR Management and New Hire Onboarding Requirements, and Competitive Market Analysis specific to region and industry

**Canvas & Articulate360** Module planning, design and implementation

**Odoo & Salesforce** CRM Sales Pipeline Development & Management

**Canva / GoogleAds/ Meta** Online Content Calendar Management & Advertising

**Shopify/ Wordpress/ Square** Website UX development Integrated With Marketing

## EDUCATION

**Colorado State University** (2022) Completed Computer Science AI and Machine Learning Prerequisites

**University of Washington** ( 2012 – 2013) Master of Artsto PhD Language and Rhetoric

**UC Santa Barbara** (2006-2011) Bachelor of Arts in History and Writing Studies