

JONATHAN VALENCIA

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SUMMARY

Inside Sales & Live Commerce Operator with 4+ years driving \$10M+ multi-channel revenue across Whatnot, TikTok Shop, eBay Live, and DTC. Full-cycle seller-growth specialist experienced in prospecting, discovery, qualification, value-based pitching, objection handling, closing, and retention. Ran hundreds of livestreams generating \$500–\$3,000/day profit and coached 10+ creators/sellers on activation, conversion, and show optimization. Strong in Salesforce, HubSpot, Airtable, and data-driven experimentation, with a deep understanding of Whatnot's seller experience, buyer behavior, and category dynamics.

CORE SKILLS

Sales & AE Skills: Prospecting • Discovery • Qualification • Value-based pitching • Objection handling • Closing • Pipeline management • Retention

Seller Acquisition & Growth: Seller onboarding • Activation coaching • Show pacing & hooks • Offer design • Category strategy (collectibles & hobby)

Live Commerce: Whatnot • TikTok Shop • eBay Live • Break structure • Sequencing • Stream optimization

Data & CRM: Salesforce • HubSpot • Airtable • Cohort analysis • GMV & order tracking • Reporting

Other: Bilingual (English/Spanish) • High-output operator • Cross-functional collaborator • Fast-paced execution

EXPERIENCE

VALENCIABREAKS LLC — Owner / Live Commerce Operator & Seller Growth Consultant

Rohnert Park, CA | Oct 2024 – Nov 2025

Seller Acquisition, Sales Motion & Coaching

- Prospected and reached out to high-potential creators/brands via DM, email, and live chat, building a repeatable outreach motion and booking weekly discovery-style calls.
- Conducted weekly discovery-style calls with small brands and creators to identify growth opportunities and propose tailored livestream strategies.
- Built and managed a pipeline of high-intent sellers (10+ activated or coached) using HubSpot/Airtable; prioritized outreach based on audience size, inventory fit, and category readiness.
- Closed several \$250/month service engagements by pitching content frameworks, show structure optimization, and analytics reviews that improved show conversion and retention.

Livestream Execution & Revenue Growth

- Ran 5+ weekly livestreams across Whatnot, TikTok, and eBay Live generating \$500–\$3,000/day profit selling high-end collectibles.
- Drove repeat purchases by delivering educational product breakdowns, transparent pricing, and high-quality buyer engagement in chat/DMs.

Data, Optimization & Testing

- Analyzed stream metrics (CTR, watch time, conversion, add-to-cart) to run rapid A/B tests on hooks, pacing, and offer sequencing.
Used Airtable + HubSpot to track high-intent buyers, segment audiences, and schedule follow-ups for upcoming shows and drops.

Brand Building & Portfolio

- Built valenciabreaksllc.com with case studies, testimonials, and growth metrics (150K+ followers, 3M+ views, \$10M+ revenue supported); used as collateral in consultative sales conversations.

WAXNPACKS LLC — Social Media & E-Commerce Specialist

Petaluma, CA | Aug 2021 – Nov 2025

Multi-Channel Sales & Operations

- Contributed to \$10M+ revenue, including \$5.1M website sales, \$3.26M TikTok Shop GMV, and ~\$2M off-platform sales.
- Supported peak \$285K+ monthly revenue through optimized show planning, promotion, and live selling strategy.

TikTok Shop Performance

- Helped manage 38.1K orders, 2.7K reviews, and a 4.7★ rating.
- Optimized product cards, pinning strategy, and bundles to improve CTR and purchase rate.

Whatnot Performance

- Supported 7.9K orders, 917 reviews, and a 4.9★ rating across collectibles/hobby categories.
- Improved break structure, pacing, and chat engagement to increase repeat viewership and buyer retention.

Leadership, Coaching & CRM

- Trained and mentored a 10-person team on livestream execution, offers, pricing, and closing techniques.
- Built playbooks covering show prep, execution, and follow-up workflows.
- Used Salesforce, HubSpot, and Airtable to track GMV, cohorts, repeat rate, AOV, and high-value buyer segments.

CERTIFICATIONS

Salesforce Trailhead – Sales Cloud Basics • Salesforce Admin Beginner • HubSpot Inbound Sales • TikTok Shop Academy • Google Digital Marketing (In Progress)

PLATFORMS & TOOLS

Whatnot • TikTok Shop • eBay Live • Shopify • Salesforce • HubSpot • Airtable • Google Sheets/Excel • TikTok/Instagram/YouTube Shorts • Basic design & automation tools