

VINCENT MARTINO

SUMMARY

Sales and e-commerce professional with six years of experience running a high-ticket digital marketplace business. Took it from scratch to \$500K+ in lifetime revenue and \$100K+ in profit across 1,000+ customers, handling everything myself, sourcing, pricing, closing, and retention. Now applying that same approach to evaluating and improving digital businesses, and picking up AI tools quickly to work faster and smarter.

EXPERIENCE

Digital Commerce Investor — Self-Employed

June 2025 – Present

- Bought and improved 5 digital storefronts.
- Hit full payback on every acquisition in roughly 90 days by tightening pricing and cleaning up how listings were presented
- Now run smoothly completely hands off.

Technology & Broker Support — NY Outdoor Realty, LLC

September 2023 – June 2025

- Served as the go-to for tech troubleshooting across the office, keeping internal systems client tools running smoothly, also including identifying and shutting down a hacking attempt on the company website.
- Went on pre-listing showings, helping walk properties and shape marketing strategy ahead of putting them on the market.

Founder & Sales Lead — Self-Employed

March 2020 – June 2026

- Started and grew a digital commerce business buying, listing, and selling high-value online accounts and assets, eventually reaching \$500K+ in revenue and \$100K+ in profit.
- Ran the entire sales cycle solo. Prospecting, outreach, pricing, negotiating, closing, and after-sale support for 10 to 20 active customers per month.
- Closed deals from \$500 to over \$10,000, with several individual months topping \$30K in revenue.
- Served 1,000+ customers over the life of the business. Built a reputation for fast replies and following through, which kept repeat buyers coming back month after month.
- Adjusted pricing and listings constantly based on demand and competitor moves to stay ahead in a fast-changing marketplace.

OTHER PROJECTS

YouTube Documentary Work

- Helped write and coordinate a handful of documentary style YouTube projects that combined for 2M+ views.

SKILLS

Sales & Negotiation · Lead Generation · Pricing Strategy · Customer Retention · Program Management · Marketplace Management · Digital Assets · AI-Assisted Workflows

EDUCATION

SUNY Polytechnic Institute

Bachelor's Degree in Business — Expected 2028