

Mark J. Durdach

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Professional Experience | Languages: English and Spanish

Cultura Spirit – Sales Representative/Tour Guide 02/22–Present

- Sold full-price international travel packages (\$1.5K–\$2K each) and over 200+ units of specialty coffee.
- Operated as the CEO's go-to sales and marketing contractor, supporting key initiatives on an as-needed basis.
- Secured meeting between CEO and local university to explore study abroad partnership, opening potential B2B venture.

markdurdach.com – Freelance Web Developer 11/18–Present

- Built 32 custom websites for SMBs across 12+ industries, with 66% client retention and 21 active annual contracts.
- Launched ecommerce store that scaled to \$7K/mo in sales and helped 5 sites reach 5K+ monthly web traffic.
- Averaged \$3K+ per client in total value while operating as solo, responsible for delivery, sales, and support.

Estate Improvement – General Manager of Sales and Operations 11/24-10/25

- Launched residential property services business from scratch, generating \$50K+ revenue.
- Closed and managed 36+ client contracts with 9 repeat customers and 80% job profitability rate.
- Produced \$2K+ in monthly work to cover all operating expenses, enabling investment into tools and equipment.

Black & Brass Coffee Roasting Co. – Production Operations Manager 01/23-12/23

- Oversaw 1,000+ lbs/week of roasted coffee output while supporting \$50K/month in eCom and wholesale revenue.
- Cut team size from 12 to 5 while nearly doubling production efficiency and slashing labor costs by 50%.
- Increased total revenue by up to 33% by streamlining fulfillment, vendor coordination, and account management.

Settlers Hospitality Group – Front of House Team Member 06/16-10/20

- Averaged \$2K+ in sales per shift on weekends and maintained 20%+ tip rate across all customer interactions.
- Handled all customer-facing operations including order accuracy, payment processing, and issue resolution.
- Ensured clean, welcoming guest experiences in fast-paced, high-touch service environments.

Relevant Education

The Serial Sales Community – Remote Sales Community 10/25–Present

- Studied remote sales processes including prospecting, pipeline management, and discovery call frameworks.
- Gained exposure to full sales cycle techniques for high-ticket offers, with emphasis on value-based selling.
- Learned from top-performing closers and agency owners through weekly breakdowns and community Q&As.

Fox Web School – Web Design Sales Training Program 02/24

- Completed intensive program focused on B2B web design, client communication, and high-value offer creation.
- Learned how to pitch and sell \$3K–\$10K web projects to SMB owners using a value-driven sales strategy.
- Sold 6 websites in the first 30 days after completing this program.

Formal Education

Keystone College – Double B.S. Computer Science and Information Technology 08/16-12/20

- Minors in communications and mathematics, served as student government vice president and president, member of Alpha Lambda Delta honor society, completed two years of work study experience in the IT department.

Interests

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- Bilingual (English and Spanish), BSA Eagle Scout (04/16), Member at Ledgedale Volunteer Fire Department, SDI certified recreation SCUBA diver.