

Cayden D. Bauschek

OPERATIONS · STRATEGY · BUSINESS DEVELOPMENT

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PROFESSIONAL SUMMARY

Operations and strategy professional with a background in workflow optimization, team leadership, and client advisory. Experienced in managing government proposals, building CRM infrastructure, and designing operational systems that reduce friction and drive efficiency. Proven ability to lead cross-functional teams, coordinate complex projects, and translate business needs into scalable processes. Co-founder at **Bingo Solutions**; currently at **CompanyCam** on AI and franchise partnerships.

CORE CAPABILITIES

Sales & Business Development	Sales strategy, client relationship management, prospecting, lead generation, cold outreach, closing, account management, pipeline management, solution selling, negotiation, product demonstrations.
Operations & Project Management	Workflow design and documentation, process mapping, sprint planning, cross-functional coordination, budget management, contract administration, vendor management, compliance tracking, change management, Six Sigma (White Belt).
HR & Talent	Talent acquisition, job description development, vetting and hiring pipelines, employee onboarding and offboarding, training and development, policy communication, HRIS systems, conflict resolution, performance management.
Content Strategy & Workflow	Short-form video production workflow, content sprint frameworks, retention-based editing standards, content calendar management, script development, ideation facilitation, monthly performance reporting.
Software & Tools	HubSpot (Sales Hub Certified), Salesforce, Microsoft Office Suite (Word Certified), SharePoint, Power BI, ClickUp, Slack, Google Suite, Harvest, Lucid Link, Frame.io, Asana, Trello, Zoho CRM, Microsoft Dynamics 365.

EXPERIENCE

- CompanyCam — AI & Franchise Partnerships

Current

 - Working on AI initiatives and franchise-partnership development at the construction-photo platform used by tens of thousands of contractor teams nationwide.
- Bingo Solutions — Co-founder

2025 – Present

 - Co-founded an AI product company shipping tools for regulated industries; run the business side — sales, operations, customer relationships — alongside the engineering co-founder.
 - Owned the path from first conversation to signed pilot: pricing, partnership development, customer onboarding, and post-sale account management.
- Bone Dry Roofing — Home Solutions Specialist

Dec 2024 – 2025

 - Met with 2–4 homeowners daily to inspect roofing, siding, and gutters; explained repair needs, pricing, and timelines in clear, non-technical terms.
 - Closed **56%** of all appointments year-to-date by building trust, diagnosing issues accurately, and presenting solutions aligned to each homeowner’s situation.
 - Maintained **100% CRM accuracy** across all visits, customer follow-ups, and project status updates.
 - Identified gaps in the sales process and built new internal tools to improve team organization and efficiency.
- CareSource — Proposal Coordinator

Sep 2023 – Oct 2024

 - Managed the full response lifecycle for government RFPs and RFIs, ensuring all submissions met strict compliance standards and deadlines.
 - Tracked and managed budgets exceeding **\$5M**, partnering with finance and accounting to verify accuracy and optimize resource allocation.
 - Handled contracts from drafting through finalization with consultants, vendors, and legal/procurement — reduced contract processing time by **25%**.
 - Maintained contract records and tracking spreadsheets in SharePoint, improving audit readiness and cross-departmental visibility.
 - Supported onboarding/offboarding of external consultants with HR and IT, reducing setup time by **20%**.
 - Coordinated 50+ team meetings and out-of-state events; earned Microsoft Word Certification during tenure.
- Bauschek Consulting LLC — Founder & Principal Consultant

Jun 2024 – Sep 2024

 - Founded an independent operations consulting firm; primary client was Shadowlight Studios, a short-form video agency serving brands including Snapchat, Monster Energy, and Sand Cloud.
 - Rebuilt the hiring pipeline from scratch — wrote job descriptions, developed editor vetting criteria, and created a structured onboarding checklist (Google Suite, ClickUp, Slack, Harvest, Lucid Link, Frame.io).

- Designed and documented a 10-step content production workflow — from client onboarding through final delivery — adopted across all client accounts and editor pods.
- Created sprint planning frameworks for client-facing content teams; coordinated ideation calls, filming schedules, editing cycles, and monthly reporting.
- Designed and implemented a CRM infrastructure to systematize customer relationship processes and support scalable growth.
- Architected outbound and inbound sales processes and developed automation workflows to reduce manual task load across the team.
- Provided C-level strategic consulting: led sprint planning, cross-functional project management, and technology-revenue alignment.

Kennected — Sales Team Manager

May 2022 – Jul 2023

- Led a team of 6 sales professionals — set performance goals, managed timelines, and developed sales strategies to hit revenue targets.
- Deployed HubSpot CRM strategies to standardize data entry, pipeline management, and reporting across the team.
- Designed and executed training programs for new and existing team members, improving onboarding speed and overall output quality.
- Analyzed performance metrics and market trends to identify process gaps and adjust strategies, driving **\$1.5M in combined revenue**.
- Collaborated with marketing and product teams to align sales objectives and improve client retention rates.

Kennected — Account Executive

Nov 2020 – May 2022

- Consistently exceeded monthly sales quotas; maintained a closing rate at or above **40%** each quarter.
- Conducted product demonstrations and crafted customized pitches; utilized CRM tools to manage pipelines, track leads, and ensure timely follow-up.
- Delivered custom micro-targeted lead lists and automated multilevel lead qualification; consulted clients on workflow automation and CRM process design.

COAH Media — Creative Director

Nov 2019 – 2020

- Led creative strategy and content production for a media brand, overseeing concept development, team direction, and output quality.

SnapShyft — Sales Development Representative

Jul 2018 – Jan 2019

- Managed client relationships, prospecting, and enterprise account closing for a labor marketplace platform.
- Led market penetration initiatives across the central region using sales enablement systems, increasing brand visibility and market share.

Diverse Staffing — Sales Intern

Jun 2017 – Aug 2018

- Executed 125+ daily outbound calls to prospective leads, building proficiency in cold outreach, objection handling, and pipeline management.
- Leveraged CRM tools to track interactions, manage leads, and maintain consistent follow-up with potential clients.

EDUCATION

Bachelor of Arts, Organizational Leadership — Purdue University, West Lafayette, IN May 2025

Focus: Human Resource Management & Project Management. Coursework: Organizational Behavior, Project Management, Leadership Strategies, Business Ethics, Employment Law, Strategic Planning.

Bachelor of Business Administration — IUPUI / Indy School of Leadership (transferred to Purdue) 2019 – 2022

Media Advertising — Indiana University, Bloomington (transferred to IUPUI) 2018 – 2019

CERTIFICATIONS

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| ▪ HubSpot Sales Hub Certified | ▪ HubSpot Certified (base) |
| ▪ Six Sigma White Belt | ▪ Microsoft Word Certified 2023–2024 |