

# Luca Ficco

Technical Business Development Manager & Account Executive

Melbourne, Australia | +61 499 888 862 | lucaficco1612@gmail.com | linkedin.com/in/luca-ficco | lucaficco.com

## SUMMARY

Four years of consultative selling at scale, from top-3 national closer on a 300-rep sales floor, where I mentored a team of 15 sales associates, to the youngest founding hire on a team of six as a sales executive at Australia's most-watched private wellness club launch, personally contributing \$3M+ in foundational annual recurring revenue. A track record grounded in high-net-worth client relationship management and full-cycle, high-ticket closing. I possess the consultative discipline, patience and presentation standard that complex, premium sales demand, whether the product is a \$500/week private membership, a wholesale or a six-figure software contract.

I combine a detailed, attentive, personable, premium relationship management approach with an intimate knowledge performance marketing. Throughout my career I've developed a specialist ability in scaling start-up's and compliance-heavy businesses - building branding systems, technical backing and capturing demand through robust digital marketing, then architecting the entire revenue stack around it: proficient in every major CRM and reporting platform, with the unique ability to create proprietary, cyber-secure software built specifically for each business - as I did engineering the full technical and commercial stack of a national wedding & events based business from the ground up. Backed by working knowledge of programming, top-to-bottom funnel design, and sales psychology. With an expanding portfolio of businesses under my belt, and a proven track record of success for businesses in luxury goods, wine wholesale and sports supplementation, I'm built for high-ticket consulting and business development.

Currently completing the Certificate IV & Diploma of Accounting with Melbourne Polytechnic (Graduating 2027), deepening my fluency in financial management, compliance reporting and commercial auditing. This study compliments the practical financial discipline I apply across my specialised portfolio of businesses in high-compliance industries, which I have consolidated into a small, but growing firm. With a proven track record of success across four unique sectors and a formal grounding in financial management taking shape, I'm ready to usher in a new era of growth for startups and established brands alike.

## EXPERIENCE

### Sales Executive & Pre-Sale Coordinator

2024 - Present

*Gurner Wellness Group - Saint Private Club / Saint Haven*

*Founding luxury sales hire, scouted nine months pre-opening to lead the consultative membership sales motion for one of Australia's most-watched private wellness clubs - building the revenue base the clubs launched on.*

- Personally contributed several hundred high-ticket membership sales across Gurner's St Kilda, Toorak and South Yarra clubs - totalling an estimated \$3M+ in foundational annual recurring revenue plus ~\$200K+ in upfront onboarding fees; the revenue base both clubs were built on.
- Maintains a client book of 1:1 consulting relationship with executives, fund managers, and prominent C-suite professionals - a direct pipeline of ultra-HNW decision-makers built through trust, discretion and genuine expertise. The relationship depth a luxury sales environment demands.
- Procured strategic pre-launch B2B partnerships across three sectors: a leading Australian property portal, premium Stonnington real estate agencies, and prominent Australian fashion houses - identified, approached, negotiated and signed solo without external BD support.
- Architected and integrated the full commercial stack: HubSpot for pipeline and CRM, Mindbody for operations and Square for POS - connected end-to-end with Looker Studio reporting surfaced to shareholders.
- Authored sales playbooks, scripts and SOPs for the membership and coaching departments; onboarded and managed staff; maintained financial reporting and payroll oversight across both departments.
- Worked with marketing to drive sales through top-of-funnel strategy conversion-optimising UX design, and reconciled payments in arrears, collected outstanding debt and ensured healthy P&L across the St Kilda club. Developed preventative reactivation and retention programs that reduced churn and recovered at-risk revenue.

### Senior Account Manager

2023 - 2024

*The Wine Concierge Club / Oak Road Estate*

Direct-to-consumer e-commerce and wholesale wine business operating one of Australia's largest sales floors, at approximately 300 representatives at peak.

- Ranked among the top closers nationally, averaging 24-33 cases per day and consistently exceeding KPI thresholds.
- Promoted from outbound cold calling to senior account role, managing high-spending consumers and B2B accounts on a warm-lead book. Promoted again to account manager overseeing the wholesales supply of retail bottle shops across Melbourne's south-eastern suburbs, growing the portfolio to 6+ stores at peak and maintaining those relationships through regular service, stock management and account development.
- Mentored 15 junior sales associates alongside personal portfolio responsibilities - early formal sales-leadership experience.

**Retail Sales Associate**

2023 - 2024

*Elite Supplements*

Retail supplement and nutrition store inside a major Melbourne shopping centre; individual-store gross revenue \$700-\$2,500/day (~\$180K-\$600K annualised store-level volume).

- Delivered consistent top-tier sales performance through deep product knowledge and relationship-based selling - specialising in translating complex performance and nutrition concepts into customer-focused recommendations.
- Built and maintained wholesaler relationships with Welltech Nutrition, Optimum Nutrition and Fibre Boost - optimising margins and championing Australian brands on the shop floor.

**Managing Director**

2025 - Present

*1-800 HOT COPS P/L*

- Built the end-to-end brand system, design standards, assets and consistent creative pipelines across web and social.
- Developed and maintained the website with custom HTML/CSS, lead-capture workflows, conversion-first UX iterations and SEO architecture.
- Coordinated technical SEO to drive organic lead generation and reduce CAC, alongside Meta and Google Ads diagnostics.
- Led national team operations including recruitment, onboarding, SOPs, automated roster workflows, quality control and compliance.
- Owned financial management, pricing strategy, unit economics (CAC, gross margin), forecasting, payroll and receipt governance.

**EDUCATION**

**Victorian Certificate of Education (VCE), Year 12**

2022

*Balwyn High School*

- Completed the Victorian Certificate of Education (VCE) in 2022. Subjects included Business Management, Economics and Physical Education.
- Entered industry directly; professional credentials and a real-world track record followed immediately.

**CREDENTIALS & CERTIFICATIONS**

**Digital Marketing & Software:** Google Digital Marketing & E-Commerce Certificate (Google); Google Data Analytics Certificate (Google); Technical SEO Certificate (SEMrush); Anthropic API Architect Certificate (Anthropic Academy); Model Context Protocol: Advanced Topics (Anthropic Academy); HTML Essentials 1 (Cisco Networking Academy); Python Essentials 1 (Cisco Networking Academy); GitHub Actions (GitHub Education) [In progress]

**Business & Finance:** Diploma of Accounting (Melbourne Polytechnic, 2026-2027); Certificate IV in Accounting & Bookkeeping (Melbourne Polytechnic, 2026-2027); Business Finance Fundamentals (Bloomberg Education); Capital Markets Concepts (Bloomberg Education); RG146 Tier 1 & Tier 2 (Kaplan Professional) [In progress]

**Health & Performance:** Certificate IV in Fitness (Box Hill Institute, 2023); Certificate III in Fitness (Box Hill Institute, 2023); Certificate IV in Nutrition (Vast Fitness Academy, 2023-2024); Nationally Registered Nutritionist (Nutrition Council Australia, 2024); Pharmacology & Pharmacokinetics Certificate (CBEH UK, 2025)

**SKILLS**

**High-Ticket & Consultative Sales:** High-ticket consultative & solution selling, HNW client relationship management, full sales cycle, target attainment, negotiation & closing, account management, member retention & reactivation programs.

**Business Development:** B2B partnership procurement (sourced, negotiated & signed solo), pipeline ownership, go-to-market strategy, lead generation, new-account acquisition, team mentorship, multi-entity business structuring.

**Software & Technical:** Custom HTML/CSS & Python, proprietary cyber-secure app builds, web development, API integration, AI tooling (Anthropic API, MCP), vertical software adoption & implementation.

**CRM, RevOps & Automation:** HubSpot (CRM, pipeline, CAC/LTV), Looker Studio reporting, Zapier & n8n automation, Square POS, SOP authoring, conversion-optimising UX design.

**Digital Marketing & Analytics:** Technical & on-page SEO, Meta, Google, TikTok & Microsoft Ads, GA4 & Search Console, CRO, brand & social strategy, full-funnel digital acquisition.

**Finance & Commercial:** Unit economics (CAC, gross margin), pricing, forecasting, budgeting, P&L management, debt collection & arrears reconciliation, business finance & capital markets fundamentals (Bloomberg; RG146), accounting & bookkeeping (Melbourne Polytechnic, in progress).