

Zak Shellhammer

Reno, NV

Phone: [\(702\) 277-2655](tel:7022772655)

Email: zak@zak.coach

Linkedin: [@zakunscripted](#)

PROFESSIONAL SUMMARY

Dynamic Leader with extensive experience in Operations Management, Marketing, and Communications. Expert in navigating challenging situations with a highly adaptable and personable approach. Proven track record in driving sales, service excellence, and compliance. Skilled in fostering customer and client satisfaction through innovative problem-solving and strategic leadership.

EMPLOYMENT HISTORY

2022 - Present

Business Coach & Consultant Shellhammer Consulting, Reno, NV

Owner/Operator

- Business coaching, consulting, and mentoring for a variety of organizations.
- Conduct training programs increasing knowledge and professionalism.
- Increased consumer engagement clicks by 99.96% and calls by 137.84%.
- Amplified social media reach by implementing strategic marketing campaigns.
- Executed email marketing campaigns, achieving a 44.6% open rate, exceeding industry standards.
- Elevated organizations' profiles with increased local and national media coverage.
- Connected multiple businesses with new funding opportunities, enhancing their community presence and reputation.

2024 - Present

Community Engagement Coordinator Urban Roots Teaching Farm, Reno, NV

Non-Profit Organization, Seed-to-Table Education and Outreach

- Build and maintain relationships with individual donors, corporate sponsors, and philanthropic partners.
- Develop and execute a comprehensive annual fundraising plan, including individual giving, major gifts, corporate sponsorships, grants, and events.
- Oversee donor stewardship to ensure consistent engagement and retention.
- Assist in planning and executing fundraising events, both in-person and virtual.
- Track metrics and KPIs to evaluate event success and fundraising ROI.
- Collaborate with board members and executive leadership to leverage networks and connections.

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- Assist in creating fundraising-focused marketing materials such as appeals, social media content, impact reports, and newsletters.

2025 - Present

Photo Booth Host & DJ's Assistant JAM Entertainment, Reno, NV

Luxury Wedding & Event Experiences

- Setup/Takedown Photo Booth equipment and booths.
- Draw crowds to photo booth spaces to encourage exciting photographic moments.
- Setup DJ equipment. Assist DJ during events with full support as needed.

2023 - 2024

Marketing Manager Neighborhood Housing Services of Southern NV, N. Las Vegas NV

Non-Profit Organization, Financial Counseling & Affordable Housing Builder

- Conducted Community Outreach to connect with Funders
- Dramatically boosted social media growth on Facebook by 579.7% and Instagram by 994.2%. Increasing followers on both platforms by ~300%.
- Expanded exposure on additional platforms like Twitter/X, Threads, YouTube, and Google Business through managing a consistent and strategic calendar.
- Executed Fundraising Campaigns, Events, Resources & Development
- Audio/Visual editing creating reels, presentation videos, and podcasts.

2020 - 2022

Broker / Owner Level Up Real Estate, Henderson NV

Residential & Commercial Real Estate Broker

- Manage Operational Efficiency of Real Estate Brokerage
- Manage, Train, and Coach Real Estate Agents (New & Seasoned)
- Maintain Optimal Levels of Community & Professional Outreach
- Marketing & Branding Coordination (Digital, Print, & General Advertisement)
- Create/Manage Property Management Division

2009 - 2019

Operations Manager / Broker Salesperson Signature Gallery of Homes, Henderson NV

Formerly EXIT Realty Unlimited, Real Estate Brokerage, Sales, Service, Property Management

- Maintain Operational Efficiency of Real Estate Brokerage
- Manage Team up to 20 Employees & Real Estate Agents

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- Transaction Coordination Oversight (30+ real estate transactions per month)
- Commercial Real Estate Analyst
- Coordinate Fannie Mae & HUD Listings from Cradle to Grave (Rolling Inventory of 30 to 50+)
- Short Sale Negotiator / Processor
- Human Resources Manager to Hire/Release/Train Employees & Agents
- Built Procedural Structure & Oversaw Property Management Division

2007 - 2009

Media & Marketing Coordinator Tailored Marketing Inc., Henderson NV

Boutique Real Estate Brokerage servicing local Las Vegas Home Builders

- Executive Assistant to Broker/Owner & Manager
- Compile Competitive Marketing Research & Reporting Analysis
- Create Marketing Campaigns & Presentations
- Produced Website, Digital Catalogs, and Design Media

ADDITIONAL ACHIEVEMENTS

2023 - Present

Columnist/Contributor Inman News

National news organization reporting daily business intelligence for serious real estate practitioners reaching over 800,000 monthly unique visitors.

2022

Board of Directors Neighborhood Housing Services of Southern NV, North Las Vegas NV

Nonprofit Organization enhancing the lives of low-to-moderate-income individuals, families, and communities by providing affordable housing, assistance, & financial literacy counseling.

2021 - 2025

Vice President & President-Elect Henderson Libraries Foundation, Henderson NV

Nonprofit Organization supporting the network of Henderson Libraries to improve financial support through gifts, grants, and bequests.

2022 - 2025

Las Vegas President / Vice President / Regional Delegate LGBTQ+ Real Estate Alliance

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The Alliance provides local gathering points for LGBTQ+ and allied real estate and housing industry practitioners. We enrich the lives of people in the industry and home buyers/sellers through education and networking opportunities.

2021 - 2022

Board of Directors & Volunteer Henderson Equality Center, Henderson NV
Local Nonprofit Organization supporting the needs of the LGBTQ+ Community and allies.

EDUCATION

- UNIVERSITY OF NEVADA, LAS VEGAS | UNLV, Digital Marketing Sciences, 2024
- NEW FAITH HIGH SCHOOL, Hazleton PA, 2001
 - Major in Accounting / Minor in English Literature
- REALTOR® / SALESPERSON, Key Realty School of Nevada, 2009-2025
- REAL ESTATE PROPERTY MANAGER, Key Realty School of Nevada, 2017-2024
- REAL ESTATE BROKER, Key Realty Schools of Nevada, 2019-2025

MISC. SKILLS

- **Technical:** Google Workspace, Microsoft 360, Adobe Creative Suite, QuickBooks
- **Marketing & Social Media:** Canva, Google Adwords, HubSpot, WordPress, Misc. Publishing Tools & CRMs
- **Real Estate Tools:** BrokerBrain, Boomtown, Top Producer, CINC, Chime, Skyslope, NV & AZ Multiple Listing Services, Costar, Realnexus, CREXI
- **Miscellaneous:** 90 WPM typing speed, proficient in PC and Linux, experienced in audio and visual production

CERTIFICATIONS

- Google Analytics
- Google Ad Search
- HubSpot Email Marketing

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- Certified Entrepreneurship & Business Coach
- Certified Residential Specialist
- Pricing Strategy Advisor
- Military Relocation Professional
- At Home with Diversity
- Seniors Real Estate Specialist
- Commitment to Excellence
- Southern Nevada Health District HIV Testing & Counseling Trainer
- CPR / AED Certified
- TAM Certified Server/Seller

Additional References Available Upon Request