

KENNETH AUGUSTO

kenneth.augusto@outlook.com ◇ 201-375-8629 ◇ Fair Lawn, NJ
<https://linkedin.com/in/kenneth-augusto/> ◇ <https://kennethaugusto.com/>

PROFESSIONAL SUMMARY

Confident sales professional with over seven years of customer-facing experiences spanning a multitude of different verticals. Proven ability to deliver results in high-pressure, resource-constrained environments. A Computer Science education matched with an obsession with communication provides a disciplined, analytical approach to client engagement: identify the right questions and direct conversations with purpose to uncover the information that drives outcomes.

PROFESSIONAL EXPERIENCE

Founding Business Development Representative

Manhattan, NY

ZEST Security (Seed)

February 2025 - Present

- 150+ daily cold calls, email cadences, and LinkedIn outreach to enterprise CISOs and senior security leaders as the sole outbound rep building pipeline from zero.
- Designed full outbound playbook including word tracks, cadences, and ICP targeting in direct collaboration with CEO and Head of Sales.
- Booked enterprise demos within first months of operation.
- Partner directly with CEO to refine messaging based on real-time market feedback.

Full Cycle Account Executive

Manhattan, NY

Tolstoy: AI Video Commerce Platform (Seed)

September 2025 - October 2025

- Closed deals generating \$1,250 MRR (10% of total MMR) from prospecting to close as one of three AEs before company downsized.
- Ran full sales cycle: cold outbound, inbound qualification, and 15+ product demos to e-commerce brand executives and CEOs across Shopify ecosystem.

Sales Consultant

Princeton, NJ

Chrysler Dodge Jeep Ram of Princeton

January 2025 - April 2025

- Generated \$1M+ in total sales volume across 27 vehicles with 3 deals exceeding \$15K+ gross profit each.
- 20+ perfect CSI/Google reviews for company through value-first consultations and expectation setting.
- Managed transactions up to \$90K, guiding customers through financing, lease buyouts, and credit approvals.

Sales Associate

Wayne, NJ

High Fidelity LLC

May 2021 - December 2022

- Led daily sales up to \$8K, coordinating sales floor coverage and mentoring fellow associates.

Founder / Owner (Arbitrage E-Commerce)

Fair Lawn, NJ

Neef's Kitchen LLC

October 2019 - December 2022

- Grew to a peak \$90,000 in 2022 annual sales from an initial \$1,000 by discovering market arbitrage opportunities and leveraging computer automation programs.
- Collected 20+ business references across social media profiles and 500+ followers on Instagram.

EDUCATION

Rutgers University-New Brunswick

New Brunswick, NJ

Bachelor in Computer Science, Minor in Business Administration

September 2021 - May 2025

- GPA: 3.3
- **Academic Honors:** Dean's List for Spring 2022, Spring 2023, Spring 2025
- **Sigma Alpha Epsilon:** Philanthropy Chair
 - * Planned and organized events to raise \$500 during the Fall 2024 semester for charity.