

NICHOLAS C. ROUND

408-316-7104 • nicholascround@gmail.com • San Diego, CA

Customer-focused business professional with experience in B2B sales, risk management, and sports media — including written and video sports analysis across NFL, NCAAF, and MMA. Skilled at building client relationships, driving revenue growth, and delivering high-touch service across corporate and startup environments.

EXPERIENCE

Merchant Services Consultant

Goat Payments - San Diego, CA | May 2024 – Present

- Drive revenue growth through B2B sales of payment processing solutions, negotiating cost-savings strategies for clients.
- Develop consultative relationships with business owners, educating them on financial savings and operational efficiencies.
- Deliver high-touch customer service to ensure client retention and satisfaction.

Sales Associate

Canopy Workforce Solutions - San Diego, CA | December 2022 – April 2024

- Partnered with CEO to design and implement sales and marketing strategies for client acquisition and retention.
- Presented go-to-market strategy to Board of Directors, securing approval to expand client base.
- Developed outreach campaigns leveraging CRM and digital marketing tools to generate qualified sales leads.

Senior Associate – Royalty Auditing Practice

Connor Consulting - San Francisco, CA | November 2021 – November 2022

- Analyzed license agreements and assessed risk factors for potential underpayment and underreporting of royalties.
- Led executive meetings with clients to review contract terms, financial obligations, and audit results.
- Developed reports and presented findings to stakeholders, translating financial data into actionable insights.

Sports Journalist

SimWorld Sports - San Francisco, CA | December 2020 – November 2021

- Contribute written and video sports content, analyzing statistics to inform decision-making and develop narratives for users' characters.
- Track in-game statistics to determine daily narrative updates and deliver content that enhances the user experience.

Sports Journalist

TheSportsDaily - San Francisco, CA | December 2020 – November 2021

- Contributed as staff writer across three websites (vegasodds.com, thesportsdaily.com, apmma.net), delivering articles predicting results for college football and college basketball.
- Specialized in Mixed Martial Arts (UFC) sports articles and predictive analysis.

Sports Analyst, Production Assistant

LIQUIDSports - San Francisco, CA | January 2021 – July 2021

- Develop a weekly sports debate show for the LIQUIDSports platform, serving as on-air talent delivering sports debates on chosen topics.
- Facilitate discussion to determine script topics for the sports debate show each week.
- Edit recorded footage in final production for release on the LIQUIDSports platform application.

IT Risk Auditor

Ernst & Young - San Francisco, CA | June 2017 – October 2020

- Assessed IT control environments for clients, ensuring compliance with regulatory requirements.
- Conducted risk analyses, identifying vulnerabilities in financial reporting and IT security controls.
- Collaborated with cross-functional teams to implement best practices in risk mitigation and compliance.

KEY SKILLS

Sales & Client Consultation • Business Development • Risk Analysis • Contract & Compliance Review • Relationship Management • Sports Content Production & Analysis (NFL, NCAAF, MMA)

LICENSES & EDUCATION

California Department of Insurance License #4435300 • December 2024

University of Southern California, Marshall School of Business

Bachelor of Business Administration (BBA), Finance • Minor, Sports Media Studies (Annenberg School of Journalism)