

## **Nichole Evelyn West**

Long Beach, Ca | Info@NicholeWest.com | 562-233-8368

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### **Summary:**

10 + years' experience in cannabis business development, marketing, sales, customer service and management with 8 years directly in the legal cannabis industry. Extensive cultivation knowledge as well as excellent business acumen.

### **Credentials & Skills**

- Ca Private Pesticide Applicator License
- Co Private Pesticide Applicator License
- Or Private Pesticide Applicator License
- Ca Advanced Metrc™ certified
- Co Advanced Metrc™ certified
- Or Advanced Metrc™ certified
- Cannabis Compliance Specialist
- Cannabis Business Procedures Expert
- Or Marijuana Worker Permit
- Or Notary

### **Experience:**

#### **Director of Business Development, May 2020 - April 2021**

##### **Chronic Pain Relief Center Long Beach**

- Business Auditing
- SOP development and implementation
- Training
- Staff Development

#### **Founder, October 2017 - April 2020**

##### **Inclusive Cannabis**

- Raised Operational Funds
- Manage Business Development
- Lead Consultant & Advisor
- Lead Generation & Sales

#### **Senior Director, December 2017 - Present**

##### **SWL Partners**

- Due Diligence for cannabis investment opportunities
- Liability audits for operational cannabis business for investors
- General consulting for cannabis & hemp business opportunities
- Application writing
- Business Development

## **Vice President of Operations, October 2015 – October 2017**

### Sweet Leaf Marijuana Centers

- SOP & Training Program Development & Implementation
- Opened 7 Retail Locations
- Managed 13 Retail Locations a staff of 240 retail and 150 cultivation employees
- Hired and trained 200+ retail employees, trained 100 cultivation employees
- Managed Compliance for Retail, Manufacturing & Cultivation (OSHA, NFTP, MED, CDPHE, DOL)
- Opened and Managed all Out of State Locations

## **Director of Sales & Compliance, April 2015 – October 2015**

### Kind Love of Colorado

- Direct sales of 5.8 Million dollars in wholesale cannabis flower
- Managed all marketing plans both print and digital
- Hired 20+ retail employees
- SOP & Training
- Educator for patients and staff on cannabis as medicine, culture & cultivation.
- Managed a retail staff of 40

## **Vice President of Operations, September 2013 – April 2015**

### Tru Cannabis (Mile High Medical, Colorado Cannabis Facility, Metropolis Cannabis, Berkley Marijuana)

- Over saw full company rebranding
- Opened companies first recreational store
- Director of Acquisition of two Dispensaries and one Cultivation
- Budtender & Educator for patients and staff on cannabis as medicine, culture & cultivation.
- Managed a staff of 60 retail and 40 cultivation employees

## **Budtender & Trainer, November 2012 – October 2013**

### The Clinic Medical Marijuana Center

- Customer Service & sales
- General office, inventory, reports
- Uphold MMED & CDPHE regulations
- Budtender & Educator to patients on cannabis culture, cultivation, and medicating.

## **Brand Rep & Hydroponic Independent Sales, April 2013 – October 2017**

### Method Seven Optics

- Educate commercial cultivations on the effects of HPS lighting and the importance of eye protection
- Manage Colorado sales for brands
- Social Media Manager (Facebook, Instagram, Twitter, LinkedIn & Pinterest)
- Grow region and educate retailers and customers on the benefits of products

## **Ad Sales & Journalist, November 2011 – February 2014**

### Rosebud Magazine, Orange County & Denver

- Ad Sales
- Editorial Sales
- Journalist on cannabis culture and cultivation (BigBudsMag.com “Harvest Honey”)

## **Account Manager, December 2011 – November 2012**

### WeedMaps.com & Marijuana.com, Newport Beach

- Managed coastal Northern California accounts (San Luis Obispo - Trinity County) WeedMaps.com
- Lateral promotion to Marijuana.com where I assisted in development of advertisement
- Assisted the G-Pen Campaign with WeedMaps.tv
- Support Role in events

## **Managing Partner, December 2009 – November 2011**

### Canna Collective Long Beach, Long Beach

- Manage business relations (BOE, EDD, IRS, Accounting, Permits, Insurance, Employees, Pay Roll,)
- Maintain and build website and all social networks
- Obtain building and building permits for licensing of business
- Budtender & Educator of Employees and patients on Cannabis culture, cultivation, and medicating.

## **Marketing Manager & Commercial Leasing Agent, December 2008- December 2009**

### Community Foreclosure Assistance Long Beach | [www.cfalb.com](http://www.cfalb.com)

- Manage all internet database and marketing (i.e. websites, blogs, and correspondence)
- Maintain all office supplies and scheduling of office personnel
- Medical Marijuana Collective and leasing specialist for Long Beach

**References** : Available upon request