Chris O'Neal

BUSINESS DEVELOPMENT AND GROWTH LEADER | OPEN TO REMOTE ROLES

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PROFESSIONAL SUMMARY

Business development and growth leader with a background in commercial construction, restoration, remodeling, and real estate. Builds pipelines through relationships, referral partners, and consistent follow-up, then builds the CRM, automation, and marketing systems that keep that pipeline organized and moving. Has worked national and multi-market accounts, launched growth programs from scratch at small and mid-size companies, and worked side by side with estimating and operations to carry opportunities from first conversation to signed contract. Uses AI tools for research, lead generation, and follow-up to move faster without losing the personal touch. Established network across the Nashville area and South Texas.

CORE COMPETENCIES

Business Development: New client acquisition, account growth, national and multi-market accounts, new market entry

Relationships and Partnerships: Referral network building, architect, owner, and trade partner relationships, community and association engagement

Pipeline Management: Prospecting, lead research, qualification, multi-touch follow-up, pipeline tracking and reporting

Growth Systems: CRM design and implementation, marketing automation, AI voice receptionist setup, workflows and SOPs

Marketing: Brand positioning, website and content development, copywriting, sales collateral

Leadership: Cross-team leadership with estimating, operations, and field teams, hiring support, repeatable SOPs

TOOLS AND PLATFORMS

CRM and Automation: GoHighLevel (agency level), HubSpot, Zapier, JobTread, kvCORE, Lofty

Prospecting and Marketing: Apollo, Meta Business Suite and Ads Manager, Google Business Profile, WordPress, Canva

AI and Productivity: Claude, Claude Code, ChatGPT, Gemini, Google Workspace, DaVinci Resolve Studio

PROFESSIONAL EXPERIENCE

Founder

July 2026 to Present

Nasc Systems, Texas (Remote)

Marketing and automation agency for trades and home service businesses, built on GoHighLevel.

- Launched an agency building websites, AI voice assistants, Google review systems, and a lead search platform for MEP and general contractors, all for owner-run trade businesses.
- Created a free website preview offer, shared through local business groups, that turns interest into sales conversations.
- Build demo sites and sample systems that show prospects exactly what they would get before they buy.

Director of Growth and Development

Aug 2026 to Nov 2026

Hock Construction Co., Canyon Lake, TX

Veteran-owned commercial general contractor based in Texas, working nationally.

- Led business development, marketing, and growth systems for ground-up, tenant finish-out, design-build, and federal work.
- Built a public-records lead process that finds Texas commercial projects early and turns them into verified decision-maker contacts for warm outreach.
- Set up and ran the company CRM in GoHighLevel, including pipelines, website lead intake, and an AI voice receptionist.
- Rebuilt the company website and brand collateral, including capabilities statements and sales sheets.
- Built relationships with architects, owners, and trade partners, and set up introductions that put ownership in front of the right decision makers.

Director of Marketing and Development

March 2026 to Aug 2026

PKC Construction Co., Overland Park, KS (Hybrid)

National commercial general contractor serving multi-site and national brand clients across multiple states.

- Led marketing and business development, building the client and industry relationships that produce project opportunities and repeat work across markets.
- Managed the front end of the pipeline, from first conversation through qualification and estimating handoff.
- Developed marketing strategy, brand positioning, and content to strengthen visibility across a national footprint.

Director of Growth Strategy

Oct 2025 to March 2026

KEPsake Kreations, Nashville, TN area

Design and remodeling contractor specializing in remodels and additions.

- Built the growth engine from the ground up, covering lead generation, qualification, follow-up automation, and CRM tracking.
- Ran lead generation across Google, social media, the website, Google Business Profile, Home Depot Pro Referral, and referral partners.
- Set lead intake standards and pipeline stages so opportunities matched project fit, timeline, and crew capacity.
- Automated lead capture, tagging, and internal alerts in GoHighLevel and Zapier, and tightened handoffs with estimating.

Business Development Manager

Sep 2024 to Oct 2025

Steamatic of Nashville, La Vergne, TN

Property restoration company serving commercial and residential customers across the Nashville area.

- Expanded the company footprint through referral relationships with property managers, property owners, and insurance partners that produced repeat and emergency response work.
- Represented the company at community events, networking functions, and industry outreach.
- Worked with operations and field teams to keep follow-up fast and the customer experience strong.

Real Estate and CRM Consulting

2018 to 2025

LPT Realty, Real Cloud Agents, eXp Realty, Nashville, TN area

Affiliate Broker and Team Leader, LPT Realty (2023 to 2025). Founder and CRM Consultant, Real Cloud Agents (2021 to Dec 2024). Affiliate Broker, eXp Realty (2018 to 2023).

- Grew client relationships and repeat business through networking, referrals, and steady follow-up.
- Set up, trained, and consulted on CRM systems for real estate professionals and small contracting and service businesses.

EARLIER EXPERIENCE

Special Finance Team Leader, Darrell Waltrip Buick GMC, Franklin, TN | 2016 to 2017

Sales Associate, Cavender Buick GMC West, San Antonio, TX | 2012 to 2016

VOLUNTEER

Mentor and Brand Ambassador, Advance Camp Tennessee | 2023 to 2026

Mentored young men from fatherless homes through leadership training and life skills development. Still close with the founder.

EDUCATION

High School Diploma, Sandra Day O'Connor High School, Helotes, TX