

David Warner

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Work Experience:

Freshworks, Denver, CO, 8/21 – Present

Business Development Representative operating within the standard responsibilities of pre-sales cold outreach in a customer facing role. Served my mid-market territory (500-5,000 employee companies) by qualifying leads and identifying opportunities centered around IT, Customer Experience, and CRM solutions. Daily activities included cold calling, email and LinkedIn outreach, as well as prospecting using tools such as zoominfo and LinkedIn Sales Navigator.

- Tasked with making 65-120 calls a day
- Crafted outbound emails with the purpose of communicating product value and garnering external stakeholder interest
- Learned the intricacies of the Freshworks product suites in order to better navigate prospective customer conversations

Representative Contributions: Committed myself to growth and development within the role and moved up the learning curve of becoming an outbound BDR. Booked meetings and helped guide prospects through the pre-sales journey.

Episense, Denver CO, 12/19 – 8/21

Associate, Business Development assisting a tech startup with go to-market strategies for the multifamily community and hospitality management spaces through smart device integrations. Episense is a sub-brand of Droplit.

- Created numerous presentations for internal use and for strategic partnerships
Identified opportunities for Proof of Concept and pilot program rollouts
- Coordinated marketing projects and product development efforts with internal business and technical stakeholders
- Talked with prospective clients about product needs and requirements

Representative Contributions: Co-managed the creation of a new start-up brand for the purpose of penetrating the hospitality market and the multifamily apartment market. Sourced product designers and coordinated the development and design of a fully functioning prototype mobile app for apartment resident interface.

Droplit Inc., Melbourne FL, 07/18 – 11/19

Analyst, Sales Development driving new opportunities to generate outbound engagement with established companies in the telecommunications and IT service provider space for an IoT Platform startup.

- Cold outreach through email, phone, and LinkedIn to schedule and coordinate sales meetings and product demos with tech industry executives for my VP of Sales
- Tasked with creating and implementing the sales development process of a highly technical product
- Attended and worked the floor at various industry conferences and conventions

Representative Contributions: Identified key partnership opportunities with enterprise service providers and telecoms through cold outreach. Contributed to startup strategy & operations across the board.

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Longbow Strategic Group, Melbourne FL, 04/18 – 07/18

Summer Intern learning the basics of marketing strategy, content writing, and PR at a local area marketing firm. Worked on marketing projects related to enterprise IoT technology and the building contractor industry.

- Contributed to overall day-to-day marketing operations
- Developed new business opportunities with local companies in need of content marketing services
- Wrote content for web copy, blog articles, press releases, and print collateral

Representative Contributions: Developed a core skillset and knowledge base of sales and marketing abilities through hands-on experience.

Personal Achievements:

Toastmasters Club, 8/15-5/17 Member of a public speaking club where I gave many speeches, participated in open table discussions, and served as sergeant-at-arms.

General Assembly Product Management Bootcamp, 7/21-9/21 Learned the intricacies of what goes into making a successful product built for growth in the modern SaaS industry. Obtained a mindset centered around balancing customer desire and business viability.

SKILLS

- Business Development
- Cold Outreach
- Prospecting Strategy
- Market Research
- Inbound Marketing
- Startup Operations
- Relationship Building
- Technical Product Knowledge

SOFTWARE TOOLS & EXPERIENCE

- LinkedIn Sales Navigator
- LinkedIn Campaign Manager
- ButterCMS (Content Management)
- Figma
- Stripe (Accounting & Operations)
- Clockify (Accounting & Operations)
- MailChimp
- ClickUp (Project/Product Management)
- ZoHo CRM
- Hubspot CRM
- Freshsales CRM
- Freshdesk (CX Helpdesk)
- Freshservice (IT Service Desk)
- Outreach
- Framer (Mobile App Prototyping)