Breven Bennett

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Business Development Representative with a technical software development background and experience in B2B SaaS pipeline generation. Proven ability to execute multichannel outbound campaigns, generate qualified pipeline, and iterate on strategy using data and automation. Experienced with HubSpot, LinkedIn Sales Navigator, ZoomInfo, and modern outbound tooling. Excited to bring a results-driven, experimentation-minded approach to a high-growth team.

SKILLS

Multi-channel outbound campaigns • Cold calling & email copywriting • LinkedIn Sales Navigator • Pipeline generation & reporting • List building & segmentation • Discovery & qualification • CRM management (HubSpot) • Account research & targeting • Outbound automation platforms (ZoomInfo, LeadIQ, Nooks) • A/B testing & campaign optimization • AI-assisted research & copywriting • Data enrichment tools • Self-motivated & fast-moving

WORK EXPERIENCE

HubSpot   **Feb 2025 – Present**
Business Development Representative   *Remote*
- **Key Achievement:** 103% lifetime quota attainment through strategic outbound prospecting and multichannel campaigns targeting corporate accounts (200+ employees)
- Design and execute end-to-end multichannel outbound campaigns (calls, emails, LinkedIn) targeting enterprise accounts, iterating on messaging and targeting to maximize qualified meeting volume
- Research and prioritize accounts using Sales Navigator and ZoomInfo/LeadIQ, identifying key stakeholders and tailoring outreach based on business needs
- Leverage AI tools and data enrichment platforms to accelerate account research, personalize outreach at scale, and optimize campaign performance

TSP Consulting Inc.   **April 2024 – Jan 2025**
Frontend Developer   *Remote*
- **Key Achievement:** Led frontend development of a B2B SaaS banking application, aligning technical features with client requirements and go-to-market positioning
- Translated complex technical requirements into clear value propositions during product development meetings, ensuring alignment with potential client needs
- Proactively identified and solved potential roadblocks through close collaboration with the product team, contributing to consistent project milestone achievement

Frontend Simplified   **June 2024 – Dec 2024**
Customer Success Mentor (CSM)   *Remote*
- **Key Achievement:** Managed 500+ accounts through consultative engagement, executing personalized outreach and retention campaigns that drove measurable growth
- Developed and executed retention strategies through personalized coaching programs and regular check-ins
- Collaborated with career services to evaluate student readiness for job market entry, contributing to an increase in interviews landed

EDUCATION

Tech Sales Ascension | [Website](#) | [Certificate](#)   **Nov 2024 – Dec 2024**

Business Development Student   *Remote*

- **<u>Key Achievement:</u>** Successfully completed an intensive online tech sales bootcamp taught directly by top-performing sales reps at public market-leading tech companies like HashiCorp, PagerDuty & MongoDB
- Attended weekly live Q&As to learn directly from top-performing tech sales professionals
- Learned the fundamentals of tech sales development and how to source significant pipeline & ways to best support account executives on a day-to-day basis
- Developed strong sales acumen through mock cold calls, messaging, CRM, and strategic outreach exercises

FES Institute of Technology | [Website](#) | [Certificate](#)   **Graduated Feb 2024**

Web Application Development   *Remote*

- Developed deep understanding of enterprise software architecture and technical implementation requirements
- Leadership: Provided technical guidance and support to 200+ peers, developing strong communication skills