



## LET'S CONNECT

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**LinkedIn:**

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**GitHub:**

<https://hannahmidd.github.io/HMiddleton-Portfolio/>

**Portfolio:**

<https://hannahmidd.github.io/HMiddleton-Portfolio/>

## EDUCATION

University California, San Diego  
Full Stack Coding Certificate

Mount St. Joseph University  
Bachelor of Arts in  
Communication & New Media  
Studies

Collegiate Volleyball Athlete, Cum  
Laude Graduate, Campus Event  
Coordinator, Diversity Union  
Board Member, Academic All –  
Conference Honors, Deans List

## TOOLS / CERTIFICATIONS

HTML, CSS, Git, JavaScript, Node.js,  
React, Web APIs, OOP, Express, SQL,  
ORM, State, MERN, Heroku,  
Salesforce, Outreach.io, Salesloft,  
Intercom, Gong, Loom, Asana, Coda  
Docs, Chili Piper, Calendly,  
Metabase

Six Sigma 2.0 Greenbelt Certified  
General Electric Fastworks Certified  
Sales Gauge Certified

# HANNAH MIDDLETON

After 6 years of sales leadership and 3 startup companies, I am tired of being envious of the amazing Data and Software Engineers at my companies, so I decided to dive in myself!

Going back to school for Software Engineering was a massive pivot in my career, but it is one that I have dreamt about since the day I was exposed. Constantly challenging myself, learning, discovering and growing fuels my fire in life. I believe that the answers are all in the numbers, I like to fail fast, figure it out, and keep on running, and the world of Data / Software Engineering certainly checks those boxes.

When I'm not "nerding out" about all things code and numbers, you can find me snowboarding on the slopes, playing sand volleyball and surfing at Vero Beach, or exploring with my two dog children.

### PETVISOR

2/22 - 5/23

#### *DIRECTOR OF SALES DEVELOPMENT*

Led all Sales Development initiatives and teams for our four brand companies.  
Crafted effective cross-selling processes, content libraries and sales trainings.  
Mentored and coached Team Leads and 4 multi-brand Sales Development teams.

#### *SR. MANAGER, SALES DEVELOPMENT*

Built, coached and led two SaaS sales teams totaling 15-20 representatives.  
Developed and implemented sales playbooks for multiple cross-selling initiatives.  
Crafted messaging and standardized prospect touchpoints through automated sequencing.

### 1BUILD (YC

W20)

7/21 - 1/22

#### *HEAD OF SALES*

Forecasted and achieved aggressive growth targets to acquire Series A round of funding.  
Recruited, hired, onboarded and trained team of Sales Development Reps & Account Executives.  
Crafted tutorial videos, GTM playbook, compensation plans and training programs.

### STACK.CT

12/17 -

7/21

#### *DIRECTOR, MAJOR ACCOUNT SALES*

Crafted strategic business plan for a new sector of the business targeting companies over \$5M.  
Analyzed and implemented sales enablement tools and processes to drive new revenue.  
Hired and trained team on consultative selling techniques to better serve larger prospects.

#### *DIVISION MANAGER*

Implemented and managed all on-boarding training, application training and ongoing training.  
Responsible for new revenue goal through management of Business Development & Sales Reps.  
Helped craft and launch our new sales model, achieving to 50% year over year company growth.

#### *SALES REPRESENTATIVE*

Received 2019 "Top Closer" Award, with a close rate of 42.5%.  
President's Club Recipient and three-time record holder for new sales.  
Exceeded monthly, quarterly and annual goals 100% of my time in this role.

#### *BUSINESS DEVELOPMENT REPRESENTATIVE*

Recipient of "Top of the STACK", a company-wide award.  
Restructured digital marketing opportunities, increasing attended demos by 25% company-wide.  
Exceeded monthly, quarterly and annual goals 100% of my time in this role.

### GENERAL

ELECTRIC

AVIATION

5/16 - 5/17

#### *GE AVIATION INSPIRED LEARNING SPECIALIST*

Developed interactive learning platform to allow for lateral knowledge across departments.  
Organized & facilitated events at headquarters attended by thought leaders around the globe.  
Worked directly with GE leadership to capture & edit video utilizing advanced digital equipment.