

6 year Sales Professional with versatile background in lead generation, pipeline development, and client relationship management. Proven ability to exceed targets, optimize sales processes, and collaborate effectively in dynamic, fast-paced startup settings.

Professional Experience

Sales Development Representative (SDR)

Attraction Marketing, United States | August 2025 – Present

- Managing all inbound and outbound GTM strategies for the B2C and B2B consulting divisions.
- Currently exceeding monthly KPI's by 15%

Sales Development Representative (SDR)

HLTH Collective, United States | September 2024 – August 2025 (1 year)

- Exceeded monthly quota attainment by 115% by handling inbound and outbound leads via dialling, social selling and cold email for the B2C and B2B sales cycles.
- Front end revenue collection exceeding \$185,000 per month.

Business Development Executive

Atlas Uprising Ventures, United States | February 2023 – January 2024 (1 year)

- Managed a portfolio of 20+ client accounts, enhancing retention and satisfaction while driving recurring revenue growth.
- Generated \$1 million in MRR within seven months through social prospecting and targeted marketing strategies.
- Increased LTV of customers by 6 months by increasing operational throughout

SDR Manager/ SDR

The Powerful Man, United Kingdom | April 2021 - September 2023 (2 years)

- Led a team of five junior SDR reps, driving a fivefold increase in SQL targets and resulting in over £5 million in gross revenue.

Business Development Representative

Eflow global, United Kingdom | September 2018- March 2019

- Generated 5-10 booked meetings a week for the sales director via cold email campaigns and LinkedIn campaign strategies.

EDUCATION

High School Diploma

*A Levels in Film Studies, Law, and English Literature (Grades: B, C, C)
Collingwood College, United Kingdom | 2016-2018*