Sam Hemingway

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SUMMARY

Experienced ex-SaaS salesperson with outstanding start-up soft-skills transitioning to a career as a front-end developer. Proven track record of self-sufficiently implementing new ideas & continuously improving processes whilst achieving ambitious quarterly goals.

EXPERIENCE

Account Executive
Hopin   **September 2020 - February 2022, Remote**
- Joining as the 4th SDR hire, I was at the ground floor as we developed the early-stage pitch and sales process.
- Built custom demos using HTML/CSS to help Account Executives close enterprise deals worth $500,000+.
- Coached and onboarded new SDRs as the team grew from 4 to 100 members, many of my mentees becoming top performers at the org.
- Was in top 5% of SDRs at the company in metrics such as opportunities created and revenue generated, leading to promotion.
- As an Account Executive, my quarterly quota achievement came in at 147%, 91% & 131%.

Sales Development Representative
Poka   **December 2018 - February 2020, Montreal**
- Generated new leads via cold outbound prospecting and acted as first point of contact for inbound enquiries.
- Completed discovery and demo calls before handing over to an Account Executive.
- Built the playbook for different verticals and personas in the manufacturing sector.
- Built outbound sequences, call guidance, email templates and discovery guidance materials that were used to help onboard new SDRs.

Mortgage Consultant
Nationwide Building Society   **May 2014 - June 2017, Wakefield, England**
- Offered certified financial advice on mortgage and home insurance needs for the UK's biggest building society.
- Enhanced and adapted my strong customer service skills to a new sales driven environment with high pressure to meet monthly sales goals.
- Carried out comprehensive fact-finds with potential customers, establishing their needs and using my expert knowledge of the mortgage market to find them a suitable product.

PROJECTS

Self-taught frontend engineering
Self · September 2022 -May 2023
- Strengthened my foundational knowledge of HTML, CSS and JS by completing multiple online courses.
- Built over a dozen small projects to learn how to structure and manage them using Git.
- Learned how modern React projects are built and best practices for clean, scalable codebases.
- Utilized my professional network to get guidance on where to focus my learning for maximum impact.

Immortal Tracker
Self · February 2023 - April 2023
- Real world app built from scratch with (https://immortaltracker.com) built with React JS.
- Built a flexible data structure to support potential future features.
- Constructed a mini-component library designed to be easy to use for consumers.
- Reduced overall app size by ~80% with image optimization to ensure smooth UX.
- Learned styled-components as a part of this project.

EDUCATION

Bachelor of Arts in Landscape Architecture
University of Sheffield · Sheffield, UK · 2013

SKILLS

Technologies: HTML, CSS, JavaScript, React JS, Git, Vite, Responsive Design, Figma, Styled Components.

Soft skills: Project Management, Onboarding, Coaching, Cross-team Collaboration.