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.
· Coached and onboarded new SDRs as the team grew from 4 to 100 members, many of my mentees becoming top performers at the org.
· Built custom demos using HTML/CSS for opportunities with Fortune 100 companies.
· At point of promotion, was in top 5% of SDRs at the company in metrics such as opportunities created and revenue generated.
· Promoted to a closing role as an Account Executive after 10 months, where my 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.
· Attended in-person industry events to generate new leads with the sales team.

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.
· Developed the ability to recognise opportunities to cross-sell non-mortgage products and act upon these opportunities in an effective manner.

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.