

Sam Hemingway

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SUMMARY

Experienced SaaS professional with outstanding start-up soft-skills looking for technical pre-sales & post-sales roles. Proven track record of self-sufficiency, cross-team collaboration & continuously improving processes whilst achieving ambitious quarterly goals.

EXPERIENCE

GTM Consultant/Frontend Engineer

Piper

June 2023 - April 2024, Remote

- Drove 5x WAUs as full-cycle salesperson: cold outreach/social selling -> demo -> close -> CS.
- Built the first customer-facing demo instance.
- Collaborated with Product team to collect product usage data alongside direct feedback to inform product direction & priorities.
- Implemented Apollo, integrating it into existing CRM (HubSpot) and built full outbound sequences from scratch..
- Self-taught new programming language (TypeScript) and directly contributed to the codebase to implement bug fixes & new features.

Account Executive

Hopin

September 2020 - February 2022, Remote

- Joining as the 4th SDR hire, I helped develop the early-stage pitch and sales process.
- Built custom demos using HTML/CSS/JS to help AEs close enterprise deals worth \$500,000+.
- Coached new SDRs with my mentees becoming top 10% contributors.
- Achieved top 5% in SDR metrics such as opportunities created & revenue generated, resulting in promotion to AE.
- Quarterly quota achievement as an AE: 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.

SKILLS

Soft skills: Project Management, Technical Demos, Cross-team Collaboration, Deep Discovery, Relationship Building.

Tech: JavaScript, TypeScript, React, JIRA, Salesforce, Outreach, Gong.

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.

EDUCATION

Bachelor of Arts in Landscape Architecture

University of Sheffield • Sheffield, UK • 2013