

Daniel Gonzalez

Sales Development Representative | Outbound Sales | AI-Powered Prospecting

PROFESSIONAL SUMMARY

Sales Development Representative with experience in high-volume outbound prospecting and meeting generation in the U.S. market. Skilled in Salesforce, LinkedIn Sales Navigator, Clay, Apollo, and automation tools. Proven track record in cold outreach and quota achievement, ready to bring sales expertise in Dublin's SaaS sector.

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SALES EXPERIENCE

Outbound Sales – Nolita Group (Commercial Real Estate)

2024 – Present | New York City

- Built a custom pipeline of 1,000+ leads using LinkedIn Sales Navigator, Google Maps, and RocketReach.
- Sent 500+ cold emails daily through Clay and Instantly to generate new opportunities.
- Made 30+ cold calls per day to qualify decision-makers and secure meetings.
- Booked 3–5 Zoom meetings per week with qualified prospects to present high-value B2B opportunities.
- Coordinated sensitive client documentation across 12+ active sales opportunities.
- Owned full outbound process from prospecting to qualified hand-off in a high-ticket B2B cycle.

KEY SKILLS

- **AI-Driven Cold Outreach** – Use of Clay, ChatGPT, and enrichment tools to build personalized, scalable outbound campaigns
- **Outbound Sales** – High-volume prospecting across email, LinkedIn, and phone
- **Lead Generation & Prospecting** – Skilled at building ICP-based lead lists using RocketReach, Apollo, and LinkedIn Sales Navigator
- **Sales Communication** – Confident in cold calling, objection handling, and discovery via Zoom
- **CRM & Pipeline Management** – Proficient with Salesforce for lead tracking, follow-ups, and opportunity stages
- **Sales Methodologies** – Applied Fanatical Prospecting and SPIN Selling to structure outreach and qualification
- **Resilience & Grit** – Thrive in rejection-heavy, performance-driven outbound environments

TOOLS & TECH STACK

- **Clay** – Lead enrichment, outbound automation, workflow building
- **LinkedIn Sales Navigator** – Advanced search, lead segmentation
- **Salesforce CRM**
- **Cold Outreach Tools** – Instantly, Lemlist, Waalaxy (email + LinkedIn DM sequences)
- **Cold Calling** – Mojo Dialer (high-volume phone outreach)
- **Video Prospecting** – Loom (personalized cold video messaging)
- **Data Providers** – ZoomInfo, Apollo, RocketReach, Hunter.io
- **Productivity & Automation** – Slack, Notion, Microsoft Excel, Google Workspace, Zapier

EDUCATION

CourseCareers - Certificate – Technology Sales (2025)

Comprehensive training in tech SDR fundamentals: outbound strategies (cold calls/emails/LinkedIn), sales cadences, CRM usage, and interview prep tailored to land entry-level roles

CERTIFICATIONS

- ChatGPT Advanced Data Analysis – Coursera, 2025
- Google Prompting Essentials – Coursera, 2025
- Slack Basics – Slack, 2025
- Public Speaking for Non-Native English Speakers – LinkedIn Learning, 2024

LANGUAGES

- English
- Spanish

VOLUNTEERING EXPERIENCE

Toastmasters NYC – Member & Participant

Attended over 50 sessions across New York City.

Attended 50+ Toastmasters sessions in NYC to strengthen public speaking, sales communication, and presentation delivery in high-stakes environments.