

# Keegan Moody

Senior Sales Development

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Dynamic and performance-driven sales leader with experience guiding strategy, retaining client partner relationships, driving sales opportunities, and generating new business with an average deal of \$100k+.

Adept at maximizing revenues for existing networks and implementing processes that increase new leads and profitability. Possess in-depth understanding and interpretation of numbers in sales insights as well as the scientific method of data collection and data analysis. Experienced in generating and qualifying leads for new business and sources of revenue.

Instrumental in coordinating with executive level management and team members to collaboratively develop successful strategies for achieving shared goals. Committed to driving business outcomes and prioritizing client needs through a positive attitude, candor, and self-driven leadership in fast-paced environments.

## Education

Mercer University  
**B.S. in Biochemistry and Molecular Biology (with a specialization in Statistics & Data Analysis)**

2015 - 2019

## Expertise

Sales Pipeline Development, Client Management, Creative Strategy, Analytics & Measurement, Strategy Development, Sales Management, Revenue Maximization, New Business Development, Lead Generation, Product Management, SaaS, Data Analysis, Research & Development Communication, Team Management, Adobe Creative Suite, Zoominfo, Salesforce, Hubspot, LinkedIn Sales Navigator

## Experience

2024 - 2025

**TraceAir, Senior Sales Development**

- Drove \$200k in closed-won business in first 3 months
- Led business growth through market research, and inbound and outbound prospecting efforts, generating sales leads that turned into closed-won business
- Identified new techniques for selling that contributed to the team's world-class Sales Development Playbook
- Supported marketing activities, prospect touch-points, and the handoff to an Account Executive

2022 - 2024

**Freelance, Sales Development Rep.**

- Supported clients including Bariatric Centers of America, SignalRep, and Cary Moody Heating & Air
- Strategize and develop inbound and outbound sales pipelines
- Develop and manage the strategic roadmap to drive revenue and business goals, and retain high-value relationships

2021 - 2022

**Biofourmis Inc., Sales Development Rep.**

- Generated new business with an average deal of \$100k
- Played a key role as a founding SDR by supporting development of the strategy and processes for lead generation, qualifying leads, outreach protocols, serving as a C-suite seller
- Provided data-driven input on how to strategically build weekly KPIs and for tracking success
- Managed the strategic roadmap that addressed client needs to drive business goals and retain high value relationships
- Owned client communication and relationships, and improved the strategy for driving revenue

2020 - 2021

**Barbour Orthopedics, Corporate Development**

- Led, owned, and managed the data-informed strategy for driving insurance sales across 5 Metro Atlanta offices
- Managed 2 direct reports across 2 offices
- Led clinical and corporate healthcare procedures that aided in achieving goals and improving existing processes
- Owned client communication and support including setting up appointments, verifying coverage, and determining fees