

T. JOSEPH ROBERTS

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♦ PROFESSIONAL PROFILE

Results-driven Sales Development Representative, Customer Service Specialist, and Digital Content Creator with a strong background in lead generation, CRM management, SEO, and business development. A published author on Amazon, YouTube content creator, and SEO consultant with expertise in writing, digital marketing, and customer relations. Passionate about helping businesses grow through data-driven strategies and engaging content.

♦ KEY SKILLS

- ✓ Sales & Business Development – B2B/B2C sales, lead generation, outreach.
- ✓ Customer Service & CRM – Salesforce, HubSpot, Zendesk, Sales Navigator.
- ✓ Writing & Content Creation – Published Amazon author, blog/article writing.
- ✓ YouTube & Social Media – Channel management, audience growth strategies.
- ✓ SEO & Digital Marketing – Google Analytics, WordPress, branding strategies.
- ✓ Teaching & Training – TEFL-certified English teacher, summer camp instructor.
- ✓ Languages – English (Native), Spanish (Conversational).

♦ PROFESSIONAL EXPERIENCE

SDR - Sales Development Representative

Webhelp | Sage Software Development, Barcelona | Feb 2024 – Present

Generate and qualify B2B leads through email, phone, and LinkedIn.

Optimize CRM processes in Salesforce & Outreach to improve pipeline management.

Collaborate with sales teams to drive higher conversion rates and revenue growth.

Customer Support Specialist

Randstad | Portugal (Remote) | Mar 2023 – Jan 2024

Provided customer support for high-end fashion brands (Timberland, Supreme).

Managed orders, refunds, and issue resolution through phone, chat, and email.

Ensured high customer satisfaction ratings through efficient problem-solving.

Freelance Writer, Digital Marketer & Business Consultant

Self-Employed | Worldwide (Remote) | Mar 2020 – Present

Published multiple books on Amazon, covering business, travel, and personal growth.

Built and managed YouTube channels, increasing engagement through SEO-driven content.

Provided SEO consulting, blog writing, and website optimization for businesses.

Assisted startups with Airbnb & rental website setup, digital branding, and eCommerce growth.

Seasonal English Teacher (Summer Camps)

Various International Programs | 2018 – Present

Taught English to children in immersive summer camp settings.

Developed interactive activities to improve language learning and engagement.

Provided cultural exchange experiences for international students.

Founder & Manager

Natural Style Barcelona | Barcelona | Feb 2016 – Nov 2019

Created and managed a fashion & herbal products business, driving a 1,400% sales increase in 3 years.

Oversaw customer relations, supplier management, and online sales strategies.

Designed and executed SEO-driven marketing campaigns for brand awareness.

♦ EDUCATION & CERTIFICATIONS

TEFL Certification – English Teaching | Open Academy, 2023

Business Administration | Birmingham College, UK

IT NVQ Level 3 | Birmingham College, UK

♦ TOOLS & TECHNOLOGIES

CRM & Sales – Salesforce, Sales Navigator, Outreach, ZoomInfo.

Marketing & SEO – Google Analytics, WordPress, Canva, Mailchimp.

Content Creation – YouTube, Blogging, Social Media Management.

Project Management – Trello, Notion, Slack.