ANTHONY MACPHERSON

T: +1 (901) 596-9013 // **E:** anthonymacpherson95@gmail.com

EDUCATION

Graduated 2020	**BA - ENGLISH/PROFESSIONAL AND TECHNICAL WRITING** **University of Memphis - Memphis, TN**
Completed 2020	**TEFL/TESOL LEVEL 5 CERTIFICATION** **International TEFL Academy**
Completed 2023	**SOFTWARE DEVELOPER BOOTCAMP** **Tech Academy - Portland, OR**

STATEMENT

I'm an experienced and highly organized professional continusouly seeking to expaned my skillset, and grow my career. I've been the founding SDR to 4 companies, and have the demonstrable ability to thrive in environments with minimal direction. Likewise I am a recent graduate at Tech Academy where I learned invaluable skills as a Front End Developer, that I applied during my duration at Prosper I.T. Consulting.

EXPERIENCE

2022	**SCALE AI** **Enterprise Business Development, Strategic Accounts** • Founding SDR - Among the first 3 SDR's at Scale. Established best practices for sales outbound motion, generated unique product messaging, and identified target accounts to designate within S&A tier brackets. • Conducted account research for Enterprise accounts, and outlined findings in Executive Summaries, along with proposed outreach strategies & draft emails for VP and Leadership team visibility. • Qualified prospects using BANT methodology. After identifying product-fit, helped connect with appropriate AE, PM, and SE. • Demo Certified - Occasionally led product demos for core Scale solutions in order to encourage a faster sales cycle. • Added $1M+ in pipeline through outbound efforts • FY2022 - 122% Attainment
2022	**PROSPER I.T. CONSULTING** **Front End Developer Intern** • Used custom HTML, CSS, JS, along with Bootstrap framework to build functional websites based on Figma Designs • Collaborated within developer org using Azure DevOps

SKILLS

General:
Writing and Editing
Relationship Management
Account Research
HTML, CSS, JavaScript, SQL, Bootstrap, JQuery

Softwares:
Salesforce, FreshSales, and ZoHo CRMs
Azure DevOps & VS Code
Outreach & Apollo
ZoomInfo & Seamless.ai
Sales Navigator

REFERENCES

Emily Leadem, Scale AI
Senior Manager, Sales Development
E: emily.leadem@scale.com

Andrew Acedo, Scale AI
VP, Enterprise Sales
E: andrew.acedo@scale.com

SOCIAL MEDIA

- **LinkedIn:** https://www.linkedin.com/in/anthony-macpherson-722585164/