

Jane Professional

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SUMMARY

High energy and innovative sales development representative with three years direct experience in enterprise sales and a proven track record of driving new business pipeline. I build a thorough sales process ensuring leads are correctly qualified and expectations are set. I care deeply about the client experience and ready to demonstrate excellence in building new business.

EXPERIENCE

SALES DEVELOPMENT REPRESENTATIVE, ACME INC.

March 2020 - Present

- Qualified key outbound opportunities across our target verticals surpassing the quarterly meeting acceptance rates at a 20% average.
- Creating persona-specific messaging in our go-to market strategy which has reduced the sales cycle length in our target verticals.
- Lead campaign planning for product rollouts and tracking return on investment thereby increasing return on campaign spend by an average of 15% month over month.

SALES DEVELOPMENT REPRESENTATIVE, ABC ASSOCIATES

August 2018- December 2019

- Use of sales automation software, Salesforce, to track opportunities in our funnel delivering a 15% uplift in sales.
- Identify key decision makers in companies in our target vertical and reducing the average response time by 2 days for each outreach effort.

SKILLS

Data modeling

- Highly proficient and adept at manipulating clean datasets in Excel and Google Sheets

Salesforce CRM software

- Ability to execute omnichannel campaigns and workflows in Salesforce CRM.

EDUCATION

Bachelor of Commerce, University of Nairobi

September 2013- April 2018