

SAMUEL H. MYUNG

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EDUCATION

NORTH CAROLINA STATE UNIVERSITY

Bachelor of Science in Biological Sciences

Cumulative GPA: 4.0/4.0

Raleigh, NC

EXPERIENCE & LEADERSHIP

SKILLSOFT

San Francisco, CA

Business Development Lead

Nov 2022 – May 2023

- Provided guidance to the West Enterprise Acquisition team, resulting in a 10% increase in overall SQL pipeline throughout the course of 5 months, with over 120 SQLs generated and converted to discovery opportunities on a monthly basis
- Implemented a dynamic sales strategy coined as “Reverse Engineering” to prospect warm leads through key insights and collaboration with marketing, improving the team’s lead conversion rate by 12% and quarterly revenue growth by 15%
- Conducted key market research on metrics, pain points, and initiatives of targeted buyer personas and companies through utilization of 5 key platforms including Salesforce CRM, LinkedIn Sales Navigator, ZoomInfo, TechCrunch, and Outreach

3STEPS4WARD

San Ramon, CA

Business Development Manager

Oct 2021 – Oct 2022

- Directed the Business Development department, accelerating revenue growth by 20% month over month and client retention by over 50% through acquisition of 8 startups per quarter and establishing trusted relationships amongst key clients
- Remodeled the sales development process which led to an average increase of over 25% across the startup’s sales funnel, directly impacting the volume of our SQL pipeline, sales meetings, lead conversion rate, overall clientele, and renewal rate
- Presented 2 KPI reports per month regarding business metrics and performance, sales campaigns, client and market feedback, project flow, and budget spend through CRM platforms such as Salesforce, LinkedIn Navigator, and Monday.com

APTIVE ENVIRONMENTAL

Chicago, IL

Sales Development Representative

May 2020 – Aug 2020

- Prospected Midwest-based homeowner accounts through lead generation by creating solid ICPs, utilizing prospecting tools, attending industry events, and engaging in client outreach through email campaigns, automated sequencing, and cold-calling
- Increased revenue growth by 25% monthly, enrolling and processing new customer accounts into the company’s database, while managing all administrative aspects, client interactions, and closing procedures within an efficient and concise manner
- Developed pivotal sales outreach methods and multiple touch-point strategies to help analyze potential clients needs and provide support throughout the entire buyer’s journey, keeping retention and customer satisfaction rates over 98% team-wide

SAMSUNG BIOLOGICS

Incheon, SK

Global Sales Operations Intern

Jun 2019 – Aug 2019

- Spearheaded a cold-call marketing campaign involving A/B testing, analyzing various tactical approaches, and implementing innovative strategies that increased impact and reply rates from less than 10% to over 15% across the Biz Dev department
- Strategized alongside 5 key account managers within Sales Ops to successfully acquire new partnerships, uncover business challenges/initiatives, and develop working relations with 6+ large pharma clients such as Roche and Bristol Myers Squibb
- Constructed an initial onboarding process in both English and Korean through step-by-step manuals, flowcharts, and guides detailing the department’s resources and procedures to expedite employee training by an average of 33% from 9 to 6 days

SERVICE

EMERGEORTHO

Raleigh, NC

Orthopedic Shadowing

Aug 2019 – Dec 2019

- Shadowed leading surgeon, Dr. John Solic, as he performed over 120+ surgeries specializing in knee and shoulder procedures
- Assisted in patient care by providing necessary resources throughout the clinic, such as patient charts, records, and documents by navigating and utilizing the clinic’s EMR system with emphasis on clinic dynamics and ensuring patient confidentiality

M&M EDUCATIONAL GROUP

Durham, NC

Instructor

Mar 2019 - Oct 2019

- Designed and administered custom lesson plans to address specific needs for individual students affected by learning disabilities, accelerating student learning time by an average of 50% and improving test scores by an average of 15+ points