

SARAH TRAN

Aspiring to change the world.

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EXPERIENCE

Account Executive

Caspio Inc. 2017 - ongoing Santa Clara, CA

PaaS

- Full cycle PaaS sales executive for North American territory bringing in 12+ new accounts monthly
- Developed new qualification method for acct execs which early results show a higher 2nd call qualifying rate
- Created ESL communications best practices guide for EU and APAC sales teams

Outbound Sales Development Representative

Google |G Suite & Google Cloud Platform - VIA Adecco 2016 - 2017

Mountain View, CA

SaaS, PaaS, IaaS

- Generated 3M+ in pipeline, 1.5M+ in nurtured opportunities, 150K in closed deals; Lead Q1-Q3 pipeline generation
- Lead 4 projects related to new go to market strategies, communication development, and pipeline management
- Reworked onboarding process for new hires and trained new sales representatives on best practices on job

Sales Associate

Intacct 2015 - 2016 San Jose, CA

Financial SaaS

- Responsible for lead demands of 10+ outbound sales development representatives
- Managed lead data utilizing Salesforce, Sheets, & Excel to track lead generation and team data cleansing projects
- Created a lead generation and organization method utilizing Excel to track team data cleansing projects

Sales Director

Viral Cluster Marketing LLC 2013 - 2014 San Jose, CA

Social Media Marketing

- Grew a team of 5 into a team of 13 pre-funding and responsible for sales, marketing, and culture development
- Directed sales presentations & closed company's first 5k deal with collaborations alongside our marketing team
- Developed and standardized company's first new hire sourcing, interviewing, and onboarding process

LEADERSHIP EXPERIENCE

💎 **VP Marketing**

Alpha Kappa Psi | Co-ed Professional Business Organization

💎 **VP Public Relations**

Google Quad | ToastMasters Community

EDUCATION

Sociology | Business Minor: Global Leadership & Innovation

San Jose State University

2012 - 2015 San Jose, CA

STRENGTHS

Building Relationships	Professional	●●●●●
Sales & Customer Service	Proficient	●●●●●
Public Speaking	Advanced	●●●●●
Project Planning	Advanced	●●●●●

ACHIEVEMENTS

💎 **1st Place FlickFlyer Case Study**

Alpha Kappa Psi | Co-ed business organization | Marketing research presenters

AWARDS

g+ **GSuite | Outbound SDR's | Monster Woman**

Most meetings booked in a week

GOOGLE PROJECTS

Project Flex

11/2016 Google - Mountain View ,CA

- Brought in 3x more pipeline than any other representative in the start of Q4
- Trained team to replicate sales approach

Communications W/ G Suite

10/2016 Google - Mountain View ,CA

- Communications & objection handling trainings for team of 13
- Results showed 2x faster ramp up period for new representatives

Opportunity Master

09/2016 Google - Mountain View ,CA

- Implemented SalesForce 2 Sheets to effectively manage outbound pipeline and re-engage stalled opportunities
- Successfully re-engaged over +100K in opportunities generated by outbound efforts