

Employment

PagerDuty - Incident Response Platform (SaaS)

Business Development Representative (BDR), Sydney

April 2019 – December 2019

Working closely with the 9 Mid-Market (\$75m - \$500m), Majors (\$500m - \$2b) and Enterprise (\$2b+) Account Executives (AEs) across the ANZ and ASEAN regions, I was responsible for prospecting into target greenfield accounts and identifying cross-sell opportunities in the install customer base. I ensured that outreach plans were tailored to each AE's strategy, territory, customer base and pipeline goals. In order to continue driving success, I adopted a consultative approach to every conversation with prospective clients, to ensure our platform could solve a real business challenge they were facing and to ensure AE's only spent time working on qualified opportunities.

- Key Highlight: \$1.1m in generated sales pipeline
- Primary Role: Lead Generation
 - Hybrid inbound/outbound lead generation for mid-market, major and enterprise businesses
 - Building lead-gen strategies with sales managers and executives
 - Running Looker reports to identify upsell opportunities in existing customer accounts
 - Used LinkedIn and Outreach to find and prospect new accounts

Australia Post - National Logistics & eCommerce Group

Account Manager – Inside Sales, Sydney

September 2018 – April 2019

During my time at Australia Post, I was the key point of contact for my portfolio of 250 small and medium businesses. I partnered with my customers to gain a thorough understanding of their business, recommending new products and services to ensure long-term support and growth of their objectives in parcel logistics, mail and e-commerce tools.

My analytical approach allowed me to uncover churn risks and new revenue potential across my portfolio by distilling insights from customer purchasing trends across different product families offered by the Australia Post Group.

With this data at my fingertips I was able to take a more proactive approach to my portfolio by reaching out to customers as soon as I noticed areas for growth or improvement.

- Key Highlight: Nationally recognized Award Winner (Business & Gov.) for SFDC Reporting/Dashboarding
- Primary Role: Relationship/Account Management
 - 250+ small-medium businesses (annual revenue target of \$5,558,000)
 - Responsible for cross-sell/upsell of existing customers, churn management and signing new customers
 - Closed Won Opportunities - Net New Revenue: \$1,052,000 (net new traded revenue: \$95,000+)
 - Built salesforce reports to identify revenue churn risks and visualise cross-sell opportunities which were incorporated into national sales management dashboard

Surgical Partners - Medical Accounting Integration Middleware (SaaS)

Account Executive, Sydney

December 2017 – September 2018

Brought on as the first AE, my time at Australia's first medical accounting integration technology startup was highly varied. From generating my own leads, running product demos and the rest of the sales cycle to managing marketing campaigns, running accounting audits and implementing our products for new customers, I influenced almost every part of the business.

- Key Highlight: Increased company revenue by ~20%
- Primary Role: Sales Executive (hybrid: new/existing customers)
 - Direct sales, focusing on opportunity generation, pipeline management and close
 - Responsible for onboarding new customers, including installing integration agents remotely
 - Conducted bookkeeping/accounting audits and generated doctor billings reports in Excel for existing customers
 - Salesforce Administrator
 - Configured and managed salesforce.com sales cloud and hubspot marketing platform
 - C-level KPI reporting and standardized new sales management reporting

DocuSign - Electronic Signature Platform (SaaS)

Market Development Representative (MDR), Sydney

August 2017 – November 2017

During my first introduction to the world of SaaS, I started during DocuSign's early growth phase in ANZ, with no manager or laptop, and parted after showing the ropes to the team of 14. During my time as an SDR/MDR I generated \$2.8m in qualified opportunities for the AE teams.

- Worked closely with a Commercial (>200 FTE) Account Executive to generate new business opportunities
- Aligned with Account Executive to target key accounts and execute specific lead-generating campaigns
- Salesforce reporting, data mining and mentoring new Sales Development Representatives

Sales Development Representative (SDR)

July 2016 – July 2017

- Creation of new business opportunities for SMB (<200 FTE) and Commercial (>200 FTE) Account Executive teams
- Managed the newly created partner channel with rhippe (software vendor)
- Work closely with cross-functional teams to drive opportunities from multiple sales channels
- Converting leads to opportunities, contacts and accounts and building reports for efficient lead management

Insight Charity Fundraising Services

Sales Representative (Call Centre), Sydney

February 2016 – July 2016

Insight Charity Fundraising Services is one of the only call centres in Australia to provide services exclusively for Australian charities. Insight specialises in Lottery Management Solutions by direct sale of raffle tickets to members of the public. The sales team I was part of raised money for the Queensland RSPCA.

- Key Highlight: \$25k in charity revenue generated (part-time) through cold/warm calling

Academic

Academy of Information Technology (Coder Academy):

- Diploma of Information Technology, 2020 – 2021

University of New South Wales:

- Bachelor of Medical Science, 2013 – 2016 (Completed 2020)

The College of Teachers:

- Diploma of Educational Studies in Continuing Professional Development - Level 3 (2013)
- Certificate of Educational Studies in Practice and Theory - Level 2 (2013)

St. Joseph's Regional College:

- NSW Higher School Certificate (2012)