



## Outbound Sales Director

# Brenda Wong

### Professional summary

Dynamic and results-driven Outbound Sales Director with over 10 years of experience leading high-performing sales teams and driving revenue growth. Adept at developing and executing outbound sales strategies, optimizing lead generation, and leveraging data-driven insights to maximize performance.

### Experience

#### Outbound Sales Director

January 2020 - Now

Salesforce / Miami, FL

- Spearhead the outbound division, managing a team of 20+ sales representatives.
- Develop and implement comprehensive outbound sales strategies, resulting in a 50% improvement in lead conversion rates.
- Utilize advanced CRM tools and data analytics to identify market trends, track performance metrics, and refine sales tactics.
- Coordinate with marketing teams to design and execute targeted campaigns.

#### Senior Outbound Sales Manager

June 2016 - December 2019

HubSpot / United States, Fort Lauderdale, FL

- Analyzed sales data and market trends to develop targeted sales pitches and personalized outreach plans, improving lead engagement by 30%.
- Collaborated with cross-functional teams to align sales strategies with overall business objectives, resulting in a 15% increase in share.
- Implemented a new sales performance tracking system, leading to a 20% improvement in forecast accuracy.

#### Outbound Sales Representative

May 2014 - May 2016

Oracle / United States, Boca Raton, FL

- Achieved individual sales targets by 20% through effective outbound sales techniques and relationship-building with prospective clients.
- Developed expertise in product knowledge and sales tactics, contributing to a 15% increase in sales revenue.
- Participated in sales training programs and collaborated with team members to share best practices.

### Professional Affiliations

#### Sales Management Association

Member, From: 2020

+1 546 864 9856

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United States, Plantation, FL

### Education

#### Bachelor of Business Administration (BBA) in Marketing

2007 - 2011

University of Florida

United States, Gainesville, FL

#### Advanced Sales Leadership Certification

Sales Training Institute, Issued: November 2019 (Lifetime)

### Skills

Outbound Sales Strategy Development ◆◆◆◆◆

Lead Generation ◆◆◆◆◆

Sales Analytics ◆◆◆◆◆

Team Leadership and Coaching ◆◆◆◆◆

Data-Driven Decision Making ◆◆◆◆◆

Market Trend Analysis ◆◆◆◆◆

Client Relationship Management ◆◆◆◆◆

Performance Metrics ◆◆◆◆◆