

PROFESSIONAL SUMMARY

Driven Business Development Representative with 3 years of B2B SaaS sales experience, skilled in cold outreach, lead generation, and CRM usage. Adept at building client relationships and supporting pipeline growth for startup and mid-size firms.

EDUCATION

Bachelor of Business Administration

Baruch College – New York, NY | 2022

Certifications

- HubSpot Inbound Sales | 2024
- Salesforce Trailhead: CRM for Sales | 2023

SKILLS

- Cold CallingExpert
- Lead GenerationExpert
- SalesforceExpert
- Email CampaignsExpert
- MS Office SuiteExpert
- Presentation SkillsExpert
- CRM Data EntryExpert
- CommunicationExpert
- Time ManagementExpert
- Problem-SolvingExpert

EXPERIENCE

2023 - Now

Business Development Representative
BrightLayer Solutions / New York, NY

- Research and qualify over 80 new prospects per week using LinkedIn, ZoomInfo, and competitor analysis, contributing to a 25% increase in sales.
- Partner closely with account executives to schedule discovery meetings, resulting in a 40% conversion rate from booked calls to qualified opportunities.
- Maintain accurate and up-to-date prospect activity logs in Salesforce, while using automated outreach sequences to optimize response rates and follow-up efficiency.
- Create personalized email campaigns using Mailshake that achieved a 32% open rate and 10% conversion to meetings, outperforming department benchmarks.

2022 - 2023

Sales Intern
UrbanCloud Tech / Brooklyn, NY

- Assisted business development reps with prospect list building, targeting SMBs in the e-commerce sector, and contributed to a 15% boost in outreach volume.
- Supported preparation of demo decks by organizing key account insights and value-based talking points, helping reps customize presentations more effectively.
- Shadowed live and recorded sales calls to document client objections and feedback, later used to improve onboarding scripts and training content.
- Compiled weekly reports on email performance, call attempts, and demo conversions to help leadership evaluate outbound campaign efficiency.

ADDITIONAL INFORMATION

Volunteered as a startup mentor for LaunchX NYC, supporting teen entrepreneurs with customer discovery techniques.