

[First Last Name]

[City, State] | [email@example.com] | [LinkedIn URL] | [Phone Number]

PROFESSIONAL SUMMARY

Results-driven **Business Development Representative** with [X] years of experience driving pipeline growth, qualifying leads, and supporting revenue targets in [B2B/B2C/SaaS] environments. Proven track record of exceeding outbound activity goals, converting prospects into sales-qualified opportunities, and collaborating closely with sales and marketing teams. Skilled in using **CRM platforms, sales engagement tools, and data-driven prospecting** to prioritize high-value accounts and optimize outreach. Adept at building rapport quickly, uncovering business needs, and articulating clear value propositions to decision-makers.

EXPERIENCE

[Business Development Representative] | [Tech Solutions Inc.]

[Month Year] – Present | [City, State]

- Generated and qualified an average of [X–Y] new sales opportunities per month through targeted outbound prospecting via cold calls, personalized emails, and LinkedIn outreach, contributing to a [Z%] increase in qualified pipeline for the [region/segment] team.
- Leveraged [HubSpot CRM / Salesforce] and [sales engagement tool, e.g., Outreach/Salesloft] to manage [N+] accounts, track touchpoints, and implement multi-step cadences, resulting in a [Z%] improvement in response rates and shorter lead-to-opportunity cycle times.
- Collaborated with Account Executives and Marketing to refine ideal customer profiles and messaging, using insights from discovery calls and campaign performance to optimize targeting and improve meeting-to-opportunity conversion by [X%].

[Sales Development Representative] | [GrowthWorks Solutions]

[Month Year] – [Month Year] | [City, State]

- Executed [X+] outbound activities per day (calls, emails, social touches) focused on [industry/segment], consistently achieving [100–120%] of monthly quota for booked meetings and sales-qualified leads.
- Conducted structured discovery conversations to understand prospect pain points, budget, and decision-making processes, enabling more accurate qualification and improving lead acceptance rate by [X%] from the sales team.
- Maintained accurate and up-to-date records in [CRM platform] by logging activities, updating lead statuses, and tracking opportunity handoffs, supporting reliable forecasting and enabling data-driven adjustments to outreach strategy.

EDUCATION

[Bachelor of Business Administration] | [University Name]

[Month Year] – [Month Year] | [City, State]

- Concentration in [Marketing / Sales Management / Entrepreneurship]; relevant coursework in [Sales Strategy, Customer Relationship Management, Business Analytics].
- Completed capstone project analyzing go-to-market strategy for a [SaaS/consumer] product, including market segmentation, value proposition, and sales funnel design.

SKILLS

Sales & Business Development: Prospecting & lead generation, cold calling, email outreach, discovery & qualification, pipeline management, account research.

Tools & Technologies: [Salesforce / HubSpot CRM], [Outreach / Salesloft], [LinkedIn Sales Navigator], [Google Workspace / Microsoft 365], [Zoom / Teams], basic [Excel / Sheets] for reporting.

Sales Methods & Processes: [SPIN / MEDDIC / Challenger] concepts, sales funnel stages, lead scoring, cadence design, objection handling, follow-up strategies.

Communication & Relationship Building: Persuasive verbal communication, concise business writing, active listening, rapport building, stakeholder alignment.

Analytical & Organizational: Data-driven decision making, performance tracking (KPIs, conversion rates), time management, prioritization of high-value accounts.

Personal Attributes: Resilient and coachable, target-oriented, adaptable in fast-paced environments, collaborative team player with a growth mindset.

PROJECTS

[Outbound Prospecting Playbook Initiative] | [Internal Project]

[Month Year] – [Month Year]

- Developed a structured outbound playbook for a new [vertical/segment], including persona-based messaging templates, call scripts, and email sequences, based on research of [X] target accounts and common pain points.
- Piloted the playbook over [N] weeks, tracking open rates, reply rates, and meeting bookings in [CRM/tool], and iterated on subject lines and value propositions to increase meeting conversion by [X%].

[Lead Scoring & Prioritization Framework] | [Collaboration with Sales & Marketing]

[Month Year] – [Month Year]

- Partnered with Marketing to define a simple lead scoring model incorporating firmographic data (company size, industry) and engagement signals (content downloads, email opens, website visits).
- Implemented a prioritization routine in [CRM platform] to focus daily outreach on high-scoring leads, resulting in more efficient prospecting and a measurable lift in opportunity creation per activity.