

## WORK EXPERIENCE

### Veem Inc.

Jan. 2018 – Present

*Inbound / Outbound Sales Development Representative.*

*Kanata, ON*

- Assumed logistical and administrative responsibility for incoming leads in Salesforce; fueled Inbound team's record-setting month for net new clients (April).
- Responsible for inquiries made via Intercom on marketing web pages.
- Accept incoming calls related to sales and company operations.
- As an outbound rep., accountable for 140 outgoing calls.
  - Scheduled successful discovery calls with decision makers within billion-dollar organizations.
  - Selected for a special project with an experimental lead generation methodology, contributed processes which have been validated and rolled out to the broader team.

### metricsflow

Oct. 2017 – Nov.

2017

*Customer Success Representative*

*Kitchener, ON*

- Delivered presentations to Communitel stakeholders, securing metricsflow's admission to the *Edge* start-up program.
- Developed 'ideal client profiles', built prospect lists, and created HubSpot workflows.
- Successfully prospected VP and Global Director titles from ideal enterprise companies.

### Affinio Inc.

Sept. 2015 – Jan. 2016

*Enterprise Business Representative (internship)*

*Halifax, NS*

- Revived ~38% of disengaged inbound leads.
- Successfully prospected C-level executives based in NYC, LDN, LA, and EMEA.
  - As Affinio's first dedicated EBR, my efforts helped validate using outbound sales model for the company.

### Performance Plus Financial

Apr. 2013 – Mar. 2015

*Business Development Consultant, Group benefits/pension*

*Dartmouth, NS*

- Scheduled, prepared, and presented sales material to owners of small-medium sized businesses in HRM.
  - Initiated relationships with 50+ local business owners.

### American Income Life, Canada

Apr. 2012 – Mar. 2013

*Life Insurance Consultant*

*Halifax, NS*

- Commission-only life insurance sales, continuously achieved or surpassed quota.
  - 94% client/policy retention rate; best of the agency.

## EDUCATION

### University of Waterloo

Apr. 2018

*Certificate in Project Leadership*

*Online*

- Final grade of 84%. Materials from PMI's sixth edition PMBOK which includes Agile practices.

## Saint Mary's University

Bachelor of Commerce, Entrepreneurship

May 2017

Halifax, NS

- 3.35 GPA, A+ final grade in Statistics. Delivered six different presentations 10+ minutes in length.
- Volunteer for the *Start-Up Atlantic* conference. Student attendant at the *Starting Point*, *SHIFT*, *Amplify* conferences.

## ★ SKILLS & INTERESTS

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- **Skills:** Sandler Sales training; relationship building; clear written and verbal communication; mindful listening and collaboration; effective self-management; persuasive presentations and PPT decks; problem-solving; computer programming [HTML, CSS, jQuery, Python]; Excel and data processing; basic German language.
- **Interests:** Lean, Agile, and Kanban philosophies and frameworks; Jazz and Blues guitar; art museums and galleries; Art House cinema (Italian Neorealismo, French Nouvelle Vague, German Neuer Deutscher Film); skipping rope, cycling, sports psychology, and Calcio (Italian soccer).