JANE DOE

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PROFESSIONAL SUMMARY

SaaS account executive with 5 years selling workflow software to mid-market operations and finance teams. Achieved 118% average quota attainment across 8 quarters through disciplined outbound, consultative discovery, and multi-threaded enterprise selling.

SKILLS

Sales Motion: outbound prospecting, discovery, qualification, demos, negotiation, closing, mutual action plans
Metrics: quota attainment, pipeline coverage, ARR, ACV, win rate, sales cycle, forecast accuracy
Tools: Salesforce, HubSpot, Outreach, LinkedIn Sales Navigator, Gong-style call review, Excel

EXPERIENCE

B2B SaaS Company
Account Executive Mar 2021 - Present

- Closed $1.7M in new ARR in 2025, finishing at 124% of quota across 42 mid-market deals with an average contract value of $41K.
- Built 3.4x pipeline coverage by targeting finance and operations leaders with trigger-based outbound sequences, partner referrals, and executive multi-threading.
- Improved win rate from 22% to 31% by standardizing discovery around pain, buying process, business impact, and mutual success criteria.
- Maintained 96% forecast accuracy by keeping Salesforce opportunity stages, next steps, and close plans current for weekly pipeline reviews.

Workflow Services Company
Business Development Representative Jul 2019 - Feb 2021

- Sourced $2.2M qualified pipeline and 34 sales-accepted opportunities through outbound email, phone, and LinkedIn sequences.
- Partnered with account executives to refine persona-specific talk tracks that increased meeting conversion by 18%.
- Promoted to closing role after ranking in the top 12% of BDR team for sourced pipeline and clean CRM handoff quality.

EDUCATION

Public University, Bachelor of Arts in Communication May 2019