

JULIAN MERCER

BUSINESS DEVELOPMENT REPRESENTATIVE

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PROFESSIONAL SUMMARY

Business Development Representative with 4+ years opening new markets and creating early-stage pipeline through research-led outreach. Combines concise messaging, persistent follow-up, and practical qualification to turn cold accounts into credible sales opportunities.

PROFESSIONAL EXPERIENCE

Senior Business Development Representative Cloudflare, Austin, TX

Jan 2024 - Present

- Sourced \$8.2M in qualified pipeline across strategic security accounts, finishing at 134% of annual target through the next steering review.
- Developed persona-specific email and call plays for CISOs, infrastructure leaders, and network teams, increasing positive replies 31%.
- Opened 27 net-new enterprise accounts through trigger-based outreach tied to incidents, expansion, and architecture change across accountable delivery teams.
- Coordinated partner and field-marketing follow-up that converted 42% of priority event meetings into accepted opportunities.
- Coached four new BDRs on research, messaging, and call reviews, shortening ramp to quota by five weeks.
- Created weekly account-planning notes that helped sellers coordinate executive, technical, partner, and event outreach.
- Documented account hypotheses and refreshed them as conversations revealed buying priorities, constraints, and stakeholders.

Business Development Representative Asana, San Francisco, CA

Jun 2022 - Dec 2023

- Generated \$4.1M in sales-accepted pipeline through 55-account weekly prospecting plans and disciplined follow-up without delaying the committed launch.
- Personalized outbound around workflow and adoption signals, improving meeting conversion from 2.8% to 4.6%.
- Qualified team scale, process friction, authority, and timing, maintaining a 91% sales-accepted meeting rate.
- Built competitive talk tracks and objection responses adopted by 18 representatives across the segment.
- Analyzed reply and conversion by trigger, persona, and message, shifting effort toward plays with stronger opportunity yield.
- Created concise handoff notes covering business trigger, pain, stakeholders, current approach, timing, and agreed next steps.

Sales Development Associate Zendesk, Madison, WI

Aug 2020 - May 2022

- Created \$1.9M in sourced pipeline from email, phone, social, webinar, and customer-referral outreach for executive investment decisions.
- Maintained complete Salesforce records and next steps across 120 active accounts with 98% audit accuracy.
- Analyzed sequence performance by persona and industry, lifting reply rates 22% over three quarters.
- Shared weekly account insights with account executives, improving prioritization of time-sensitive buying signals.
- Coordinated rapid follow-up after webinars and events, preserving context and increasing meeting acceptance.

CORE SKILLS

Lead generation | Email outreach | Cold calling | Account research | Business development | Qualification | Salesforce | Outreach | LinkedIn Sales Navigator | Pipeline creation | Objection handling | Territory planning | Partner follow-up | Sales analytics

EDUCATION

B.B.A. in Marketing, University of Texas at Austin, Austin, TX

CERTIFICATIONS

Winning by Design Prospecting | HubSpot Inbound Sales