

JULIAN MERCER

SALES DEVELOPMENT REPRESENTATIVE

San Francisco, CA | (415) 555-0148 | julian.mercer@email.com | linkedin.com/in/julianmercerc

PROFESSIONAL SUMMARY

Sales Development Representative with 4+ years creating qualified pipeline through focused account research, cold calling, and personalized outreach. Uses disciplined qualification, testing, and CRM hygiene to book relevant conversations and improve opportunity conversion.

PROFESSIONAL EXPERIENCE

Senior Sales Development Representative Snowflake, San Mateo, CA

Jan 2024 - Present

- Generated \$7.8M in sales-accepted pipeline across enterprise data accounts, achieving 128% of annual opportunity target through the next steering review.
- Booked 164 qualified meetings through cold calls, personalized email, LinkedIn, and partner-led outreach across accountable delivery teams.
- Built account maps for 90 priority companies, increasing multi-threaded meeting conversion from 18% to 29% without delaying the committed launch.
- Tested role-specific call openings and objection responses, improving cold-call conversation rate 23% for executive investment decisions.
- Collaborated with Marketing on intent-based follow-up, producing 31 qualified conversations from two enterprise campaigns.
- Shared call recordings and account research in weekly coaching, strengthening objection handling and message relevance.

Sales Development Representative Okta, San Francisco, CA

Jun 2022 - Dec 2023

- Created \$4.6M in qualified identity-security pipeline while averaging 119% of monthly meeting quota with named benefit owners.
- Researched security initiatives, leadership changes, and technology signals to prioritize 65 weekly accounts through the next steering review.
- Qualified business need, timing, stakeholders, and current environment, producing a 38% meeting-to-opportunity rate.
- Maintained complete Salesforce activity and next-step records, supporting 96% manager forecast hygiene.
- Partnered with three account executives on territory sprints that opened 14 previously unresponsive accounts.
- Reviewed lost and rejected meetings monthly, refining qualification questions and reducing avoidable handoff failures 18%.
- Partnered with account executives on pre-call planning that connected outreach context to sharper discovery questions and next-step ownership.

Business Development Associate Gong, Chicago, IL

Aug 2020 - May 2022

- Prospected mid-market revenue leaders and sourced \$2.1M in pipeline through coordinated phone and email sequences across accountable delivery teams.
- Reviewed conversation recordings to improve discovery handoffs, raising sales acceptance 12 points without delaying the committed launch.
- Created an objection library used in onboarding for the next two new-hire cohorts.
- Partnered with marketing on webinar follow-up that generated 38 qualified meetings in one quarter.
- Maintained disciplined follow-up across multiple contacts, increasing the share of qualified accounts with executive engagement.

CORE SKILLS

Outbound prospecting | Cold calling | Email outreach | Account research | Qualification | Objection handling | Salesforce | Salesloft | LinkedIn Sales Navigator | Pipeline generation | CRM hygiene | Territory planning | A/B testing | Discovery handoff

EDUCATION

B.S. in Business Administration, Northeastern University, Boston, MA

CERTIFICATIONS

Salesforce Sales Representative Professional Certificate | JB Sales On-Demand