

DIEUDONNE RENE

Sales Representative

SKILLS

Sales Tools

- Salesforce
- Zoominfo
- LinkedIn Sales Navigator
- Apollo

Sales Techniques

- Cold Prospecting
- Lead Qualification
- Pipeline Management
- SPIN Selling

Soft Skills

- Negotiation
- Communication
- Relationship Building

Technical Skills

- CRM Systems
- Data Analytics

EDUCATION

Associate of Arts - AA

Palm Beach State College

📍 Lake Worth, FL

WORK EXPERIENCE

Sales Development Representative

finally(Fintech Start-Up)

📅 April 2024 - October 2024 📍 Boca Raton

- Exceeded sales targets by 120% by developing a targeted outreach strategy using Salesforce and LinkedIn Sales Navigator to engage financial decision-makers.
- Boosted demo bookings by 20% through optimizing Orum autodialer outreach and leveraging personalized Apollo workflows to target high-value leads.
- Shortened sales cycles by 15% by promoting automated expense management solutions.
- Grew pipeline by 30% by identifying and addressing SMB pain points such as expense management inefficiencies, offering tailored fintech solutions to meet their needs.
- Reason for leaving: Sales Team reduction.

Sales Development Representative

GovSpend

📅 April 2023 - December 2023 📍 Boca Raton

- Conducted 70+ high-volume outbound calls, resulting in successful new business acquisitions through strategic product demonstrations.
- Boosted lead generation by 30% by leveraging Salesforce for better lead tracking and LinkedIn Sales Navigator for targeted outreach, improving pipeline efficiency.
- Improved outreach quality by 25% through personalized email campaigns and follow-ups, increasing lead conversion rates and achieving a 40% close rate.
- Reason for leaving: Impacted by layoffs.

Account Executive

USHEALTH Advisors

📅 January 2021 - March 2023 📍 West Palm Beach, FL

- Increased the ROI of client accounts by an average of 5% by increasing up-sell opportunities
- Fostered relationships with existing clients to increase the number of referred clients by 6% year over year
- Increased conversion rates by 20% by delivering personalized product demos that highlighted key benefits and streamlining the sales process through automation and improved client follow-ups.
- Generated \$100,000 in new business within the first 20 weeks by employing a data-driven cold calling strategy and optimizing CRM tools for lead tracking and customer engagement.