
TECH & SOFTWARE SALES LEADER | B2B GROWTH STRATEGIST | CRM SPECIALIST

Dynamic sales leader with 6+ years of experience driving growth in the U.S. tech and software space. Proven success in full-cycle B2B sales, SaaS onboarding, CRM implementation, and cross-functional enablement. Versatile communicator fluent in English, French, and Arabic, with a foundation in agile project delivery and deep customer understanding.

CORE SKILLS

- B2B SaaS Sales
 - CRM & Software Demos
 - Sales Process Optimization
 - Pipeline Management
 - Account-Based Selling
 - Technical Product Education
 - Tools: Salesforce, HubSpot, Outreach, ZoomInfo, Asana, Jira, Slack
 - Languages: English, French, Arabic
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PROFESSIONAL EXPERIENCE

Account Executive – Enterprise SaaS

ElevateCRM — Remote | Jan 2022 – Present

- Closed \$1.2M+ in annual recurring revenue (ARR) by leading mid-to-enterprise level CRM sales.
- Delivered live demos, led client onboarding, and collaborated with product for feature feedback.
- Outperformed quarterly quota by 120% in 2023 through consultative selling and outreach automation.
- Trained junior SDRs on value-based selling and objection handling.

Sales Development Representative (SDR) → Account Manager

CodeVibe Technologies — Miami, FL | Jan 2019 – Dec 2021

- Promoted within 18 months from SDR to AM for outstanding performance.
- Generated pipeline through cold outreach, email sequencing, and event lead capture.
- Nurtured B2B accounts in software, logistics, and retail verticals.
- Helped implement CRM automations that boosted rep productivity by 30%.

Sales Coordinator – B2B Cloud Services

NovaSoft Solutions — Atlanta, GA (Remote) | Jan 2018 – Dec 2018

- Supported account executives by qualifying leads, managing follow-ups, and tracking outreach.
- Coordinated demo scheduling and documented all activity in HubSpot CRM.
- Built reports to highlight pipeline gaps and prospect engagement metrics.

Sales Manager – FMCG & Aviation Sectors

Various Roles — Algiers, Algeria | 2012 – 2017

- Led regional account management, product education, and in-field operations for airline and retail industries.
 - Developed deep customer service experience and people leadership skills.
 - Transitioned from aviation operations into business development and territory sales roles.
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EDUCATION

Masters in Marketing — HIMI INSIM, Paris | 2010 – 2012

Marketing Engineering Degree — INSIM, Algiers | 2008 – 2010

Bachelor's in Business — Algerian Chamber of Commerce | 2005 – 2008

CERTIFICATIONS

- *Salesforce Sales Cloud Consultant (In Progress)*
 - HubSpot Inbound Sales Certified
 - PSM I (Professional Scrum Master I)
 - A-CSM (Advanced Certified Scrum Master)
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TECH STACK

Salesforce • HubSpot • ZoomInfo • Outreach • Slack • Jira • Asana • Google Workspace • Microsoft 365