




MH

Melissa Hall

Sales Representative

Sales representative with seven years selling industrial packaging and B2B software into mid-market accounts. Comfortable owning a full cycle from prospecting through close, with steady quota attainment across two industries. Strongest with technical buyers who want a straight answer instead of a pitch.

CONTACT INFORMATION

-  (919) 555-0142
-  m.halloway@example.com
-  Raleigh, NC 12345

EDUCATION

B.S. Business Administration, North Carolina State University, 2017

KEY SKILLS

- Salesforce, HubSpot, Outreach, Gong
- Consultative and challenger selling
- MEDDPIC qualification
- Territory and account planning
- Contract negotiation
- Technical discovery
- Forecasting and pipeline review
- Cross-functional selling with SEs and CS

PROFESSIONAL EXPERIENCE

SENIOR SALES REPRESENTATIVE | BRIGHTLINE PACKAGING CO., RALEIGH, NC

2021 – PRESENT

- Carry a \$1.85M annual quota across 60 named accounts in the Carolinas; hit 112% in 2023 and 107% YTD in 2024.
- Closed the largest single order in the regional book of business, a three-year supply agreement with a food co-packer.
- Run weekly working sessions with two field engineers to scope custom corrugate jobs, cutting sample cycle time from 18 to 9 days.
- Mentor two junior reps on discovery calls and CRM hygiene; both cleared ramp quota within their first two quarters.

ACCOUNT EXECUTIVE | NORTHPOINT SAAS GROUP, DURHAM, NC

2018 – 2021

- Sold workflow software to logistics and 3PL companies in the 200-1,000 employee range.
- Built a self-sourced pipeline that contributed roughly 40% of closed-won revenue in 2020, against a team average near 22%.
- Partnered with solutions consultants on technical demos; deal slip rate dropped after I started joining the second call.
- Promoted from SDR after 14 months for consistently overperforming on meetings-set and conversion.