



PRIYA RAMANATHAN

ABOUT ME

Sales Development Representative with 14 months of outbound experience selling HR software to companies under 500 employees. Consistently above meeting quota and recently promoted from BDR to SDR II.

CONTACT INFORMATION



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Tempe, AZ

KEY SKILLS

- Cold calling
- Outreach.io
- Salesforce
- Email prospecting
- LinkedIn Sales Navigator
- Discovery questions
- Objection handling
- CRM hygiene
- ZoomInfo

PROFESSIONAL EXPERIENCE

Sales Development Representative

Talentforge HR Cloud, Tempe, AZ | February 2023 - Present

- Booked 142 qualified meetings in 2024 against a target of 120, sourcing roughly \$620K in influenced pipeline
- Ran 70 to 90 cold calls per day plus 4-touch email sequences in Outreach, hitting 18% connect-to-meeting rate
- Worked 6 named AE territories, partnered closely on account research and pre-meeting briefs
- Promoted from BDR to SDR II after 9 months based on meeting volume and conversion to closed-won

Retail Sales Associate

Copperline Outdoor Co., Tempe, AZ | September 2021 - January 2023

- Drove average ticket of \$148, about 22% above store baseline, through add-on recommendations on technical gear
- Trained 4 seasonal hires on product knowledge and POS during 2022 holiday ramp
- Earned top-seller recognition in 2 of 6 quarters

EDUCATION

B.S. Marketing

Arizona State University | May 2023