

Brenda Mitchell

Sales Manager

First-line sales manager with 4 years closing and 18 months leading a small inside sales team in martech. Recently promoted from top AE after carrying quota for six straight quarters. Focused on rep coaching, cadence discipline, and clean Salesforce data.

CONTACT INFORMATION



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EDUCATION

B.A. Communications, The Ohio State University, 2019

KEY SKILLS

- Salesforce and Gong
- Outbound cadence design
- 1:1 coaching and call reviews
- Forecasting in a 30/60/90 view
- MEDDIC qualification
- Onboarding and ramp
- SMB and mid-market deal cycles
- Outreach.io

PROFESSIONAL EXPERIENCE

SALES MANAGER, INSIDE SALES | LUMEN & VALE MARKETING CLOUD, COLUMBUS, OH
2023 – PRESENT

- Manage 4 inside AEs selling email and SMS automation to SMB retailers, team hit 103% of a \$3.6M annual target in 2024.
- Restructured the outbound cadence to 11 touches over 18 days, lifted reply rate from 4% to about 9%.
- Run daily 15-minute standups and weekly deal reviews; cut average sales cycle from 47 to 38 days.
- Hired and onboarded two replacement AEs after turnover, both at quota by month four.

SENIOR ACCOUNT EXECUTIVE | LUMEN & VALE MARKETING CLOUD, COLUMBUS, OH
2020 – 2023

- Closed \$1.4M in new ARR in 2022, ranked #1 of 11 AEs.
- Built a referral program with three agency partners that sourced about 30% of my pipeline.
- Trained four new hires on the demo flow as a peer mentor.