



Zainab Haddad

SENIOR SALES EXECUTIVE

Driven by 6 years of B2B sales experience across multi-county territories, with a book of business valued at \$1.83M built by independently managing 41 strategic accounts across northern Wyoming and southern Montana. Exceeded quota consistently, finishing fiscal 2025 at 113% attainment by executing a territory sales plan targeting underserved counties, while managing custom quoting, trade show lead generation, and CRM pipeline tracking in Salesforce and HubSpot.

CONTACT INFORMATION



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KEY SKILLS

- Salesforce
- HubSpot
- B2B Sales Planning
- Microsoft Excel
- Contract Negotiation
- Trade Show Coordination
- Pricing and Quoting
- CRM Pipeline Management
- Territory Analysis
- NetSuite ERP

PROFESSIONAL EXPERIENCE

Senior Sales Executive | Powder River Commercial Group, Sheridan, WY | 2023 – Present

- Built a book of business valued at \$1.83M by independently managing 41 strategic accounts across northern Wyoming and southern Montana.
- Exceeded annual quota each year, finishing fiscal 2025 at 113% attainment by executing a territory sales plan targeting 6 underserved counties.
- Represented the company at 11 trade shows per year, generating an average of 14 qualified leads per event and shortening the sales cycle by 9 days.
- Estimated pricing, credit terms, and delivery windows for an average of 18 custom quotes per week using Salesforce to track contract status and renewal dates.

Sales Executive | Bighorn Crest Supply Co., Buffalo, WY | 2021 – 2023

- Grew a personal book of business from \$490,000 to \$1.07M in 22 months by prospecting commercial and municipal accounts across a five-county territory.
- Attended 7 regional trade shows per year, staffing product displays and collecting 83 new contacts that fed the quarterly pipeline.
- Prepared weekly sales budget reports and expense filings in Microsoft Excel, reducing month-end reconciliation time from 4 hours to 1.5 hours.
- Achieved 109% of quarterly quota for 5 consecutive quarters by aligning product recommendations with customer facility requirements.

Sales Associate | Tongue River Building Materials, Ranchester, WY | 2020 – 2021

- Assembled and stocked 23 in-store product displays per quarter, coordinating with the marketing team to match seasonal promotional programs.
- Maintained detailed sales records in HubSpot for 67 retail accounts, ensuring follow-up calls occurred within 48 hours of every inquiry.
- Supported attendance at 5 trade shows in the first year, helping set up booths and capture 112 prospect contacts for the senior sales team.

EDUCATION

AS Business Administration

Northwest College, Powell, WY | 2016 – 2020