

# ROOCRUIT

Cape Town, South Africa

## Deshawn

### SALES SPECIALIST & BUSINESS DEVELOPMENT LEADER

#### PROFESSIONAL SUMMARY

*Dynamic and results-driven Business Development Manager and former Senior Sales Trainer with over 7 years of progressive leadership experience across BPO, SaaS, and sales-driven environments. Proven track record in driving revenue growth, optimizing team performance, and executing targeted outbound strategies that convert. Skilled in full-cycle sales development, CRM pipeline management, stakeholder engagement, and translating complex data into actionable growth initiatives.*

#### KEY SKILLS

Full-Cycle Sales

CRM Pipeline Management

B2B SaaS Strategy

Talent Acquisition

Performance Management

Strategic Partnerships

Sales Operations

Project Management

Training &amp; Mentoring

Revenue Optimization

Coaching &amp; Development

Stakeholder Engagement

## PROFESSIONAL EXPERIENCE

---

### Leading International SaaS & Retail Group

05/2024 - 11/2024

#### Business Development Manager

Led outbound and inbound strategic initiatives that directly accelerated revenue growth and expanded market presence across global territories. Owned the full sales lifecycle—prospecting, consultative selling, closing, and account nurturing—while aligning with marketing and product teams.

- Developed a pipeline exceeding quarterly targets and secured high-value B2B SaaS enterprise deals.
- Introduced scalable outbound strategies that boosted conversion rates by over 35%.
- Leveraged data insights and CRM optimization to identify "white space" opportunities.
- Coached SDRs and junior reps to improve outreach efficiency and message targeting.

### Premium Sales & Recruitment Firm

09/2023 - 04/2024

#### Senior Sales Trainer and Recruiter

- Developed and executed recruitment strategies to attract top talent across various sourcing channels.
- Managed end-to-end recruitment from candidate sourcing to offer negotiation and onboarding.
- Designed and implemented onboarding programs to ensure seamless integration of new hires.
- Led training initiatives to develop core sales competencies and recruitment skills within the team.
- Analyzed recruitment metrics to optimize internal hiring processes and workforce planning.

### Global Business Process Outsourcing (BPO) Provider

07/2021 - 07/2023

#### Sales Team Manager / Junior Sales Operations Manager

- Supervised call center operations and monitored performance metrics to ensure high-quality service.
- Collaborated with Operations Management to develop strategies for improving efficiency and customer satisfaction.

- Generated and analyzed performance reports to drive data-led decision making.
- Managed workforce planning, scheduling, and budget tracking for call center expenses.
- Led performance reviews and provided continuous coaching to develop employee skills and teamwork.
- Implemented new technologies and tools to enhance productivity and compliance with regulations.

### **Specialized Sales Project Management Agency**

**12/2020 - 06/2021**

#### **Project Manager**

- Planned and directed staffing, training, and performance evaluations for various sales programs.
- Managed and approved budget expenditures and financial planning for projects.
- Coordinated activities involving the sale of manufactured products, commodities, and digital services.
- Represented the organization at trade associations to promote products and services.

### **Business Services Solutions Company**

**02/2018 - 11/2020**

#### **Sales Team Manager**

- Managed a team of representatives focused on issue resolution and high-volume customer engagement.
- Ensured strict compliance with federal regulations and internal company policies.
- Coordinated with cross-functional departments to ensure all service level agreements (SLAs) were met.
- Maintained primary contact with major clients to manage project updates and progress scheduling.

### **Independent Consultancy (Various Verticals)**

**06/2016 - 01/2018**

#### **Freelance Sales Representative**

Specialized in high-impact closing and revenue generation within digital services, SaaS, and e-learning sectors.

- Consistently outperformed quotas by refining outreach scripts and implementing value-driven narratives.
- Reduced the average sales cycle by up to 40% through mastery of cold-to-close techniques.

- Utilized CRM analytics to increase lead-to-client conversion rates and market targeting efficiency.

## EDUCATION

---

### **Matriculated**

Holy Family College

2010 - 2015

## LANGUAGES

---

English (Fluent), Multilingual