

MICHELLE

Business Development Specialist

RooCruit

Cape Town, South Africa

PROFESSIONAL SUMMARY

Experienced and proactive Business Development Specialist with a strong background in strategic pipeline management and a holistic multi-channel approach, including inbound and outbound calling, targeted email outreach, and strategic LinkedIn prospecting. Demonstrates compelling communication skills, adept relationship-building, and a keen understanding of marketing principles with a focus on data-driven insights for impactful outreach. An enthusiastic team player dedicated to achieving sales objectives and contributing to organisational success.

KEY SKILLS

- Strategic Solution Selling
- Inbound & Outbound Prospecting
- Lead Conversion & Pipeline Growth
- Market Research & Analysis
- Customer Relationship Management (CRM)
- Multi-channel Outreach (Phone, Email, LinkedIn)
- Stakeholder Liaison & Account Collaboration
- Time Management & Prioritisation

TECHNICAL PROFICIENCIES

Platforms: Salesforce, HubSpot, Outreach, LinkedIn Sales Navigator, Lusha, Seamless, Slack, Google Suite, Zoom.

PROFESSIONAL EXPERIENCE

Business Development Representative

August 2023 - Present

International AI-Powered FinTech Startup

- Executing high-volume outbound cold calling and email correspondence to drive new business.
- Developing and nurturing a robust customer pipeline to support strategic decision-making.
- Scheduling and coordinating executive-level demonstrations for Account Executives.
- Achieving rigorous KPIs and sales deliverables through persistent engagement.

Sales Development Representative

May 2022 - August 2023

Global Data Lineage & Intelligence Platform

- Navigated diverse campaigns focused on achieving complex strategic sales goals.
- Collaborated actively with the sales team to iterate and implement effective market strategies.
- Conducted substantive conversations with technical prospects to qualify leads.
- Utilized professional persistence to craft compelling introductions that resonated with target audiences.

New Business Development Manager (SDR)

November 2020 - April 2022

International SaaS Sales Agency

- Managed end-to-end inbound and outbound networking via LinkedIn, email, and telephone.
- Converted cold leads into qualified meetings through high-level engagement.
- Balanced independent reporting with collaborative teamwork in a remote environment.
- Adeptly shifted between different client campaigns and technical product offerings.

Sales and Reception (Part-Time)

2006 - 2022

Boutique Interior & Wood Design Specialist

- Managed comprehensive sales functions including telephonic inquiries and product marketing.
- Conducted market research and competition analysis to maintain niche market positioning.
- Liaised with suppliers and coordinated high-value orders with factory production teams.
- Handled financial administration including petty cash, sales journals, and basic HR functions.

2000 - 2006: Break in Work History (Stay-at-home Mother)

Strategic Planner: Marketing / National Sales Rep

1992 - 1997

National Public Broadcasting Organization

- Facilitated liaison between regional programme managers and advertising agencies.
- Presented media options and creative proposals to prospective corporate clients.
- Educated the media industry and internal sales teams regarding radio trends and metrics.
- Consistently achieved sales targets through analytical market research and creative problem-solving.

EDUCATION

National Higher Diploma: Marketing

National Diploma: Marketing and Sales Management

Cape Technikon, Cape Town (1990 - 1994)

Diploma in Client Service

AAA School of Advertising, Cape Town (1997)

LANGUAGES

English (Professional Proficiency)