

# ROOCRUIT

## Jason

Lead Business Development & Customer Success Specialist

Ballito, KwaZulu-Natal, South Africa

### PROFESSIONAL SUMMARY

A highly results-oriented professional with over 20 years of experience across business development, sales leadership, and customer success. Proven track record in skyrocketing lead generation through strategic brand partnerships, automated outreach, and meticulous CRM management. Passionate about driving organizational growth and fostering high-performance teams through integrity, consistent execution, and a solution-oriented mindset.

### KEY SKILLS

- Strategic Lead Generation & Prospecting
- CRM Optimization (HubSpot, Zoho, Salesforce)
- BDR Training & Team Leadership
- Digital Marketing & Email Automation
- Customer Success & Retention Strategy
- Cold Calling & High-Stakes Negotiation
- SaaS Solutions & Implementation
- Account Management & C-Suite Engagement

### PROFESSIONAL EXPERIENCE

**Lead Business Development Specialist** | *Lead Generation & Brand Partnership Agency* August 2024 – Current

- Facilitate strategic collaborations between complementary brands to drive high-quality organic lead generation.
- Identify and nurture leads using LinkedIn Sales Navigator, Apollo.io, and LeadBoss.

- Execute complex email campaigns focusing on A/B testing, strategic copywriting, and automation.
- Automate outreach workflows using tools like Dripify, Waalaxy, and Sintra AI to maximize efficiency.
- Utilize HubSpot and Trello for optimized CRM management and project tracking.

**Senior Business Development Partner / Lead** | *Global* January 2024 – August 2024  
*Technology Recruitment Firm*

- Led business development for a specialist tech recruitment partner focusing on Software Engineering, AI, and Data Science.
- Onboarded and trained new BDRs on sales techniques, CRM best practices, and role-playing scenarios.
- Managed the sales pipeline via Zoho, tracking conversion rates and pipeline velocity.
- Leveraged LinkedIn Recruiter, SourceWhale, and SourceBreaker for high-level technical prospecting.
- Collaborated with marketing and product teams to align strategic goals and shape market positioning.

**Customer Success Manager / BDE** | *Boutique Sales & Marketing* April 2022 – January 2024  
*Consultancy*

- Ensured customer retention and satisfaction for a premium agency offering lead generation and paid advertising services.
- Monitored service adoption and guided clients through usage optimization to ensure ROI.
- Managed client onboarding and training using platforms such as Recruitee and Test Gorilla.
- Identified upsell/cross-sell opportunities and navigated renewals to foster long-term loyalty.
- Liaised directly with C-suite executives to align service delivery with high-level business objectives.

**Remote Sales Consultant** | *International Educational Technology* May 2020 – April 2022  
*Group*

- Enrolled international students for affiliated university programs, managing the end-to-end sales cycle and international payments.

- Exceeded sales quotas and handled last-minute retentions through effective grievance management.
- Maintained meticulous records using CRM Azure, MS Teams, and enterprise communication tools like Micolab.
- Conducted market research to stay informed of competitor trends in the global EdTech space.

**Sales and Production Manager** | *Commercial Construction & Manufacturing Company* February 2010 – May 2020

- Defined and implemented production plans and budget strategies for corporate and domestic markets.
- Managed cross-functional teams, maintenance schedules, and workforce productivity.
- Overseen logistics, warehousing, and inventory management for raw materials.
- Successfully implemented organizational changes to improve operational efficiency and expand into new market segments.

**Sales Consultant** | *Global Financial Services & Wellness Provider* March 2004 – January 2010

- Promoted and sold complex financial services including medical aid, life assurance, and wellness products.
- Delivered high-impact sales presentations and scripts to guide customers through account setups.
- Identified and overcame customer objections to achieve consistent conversion targets.
- Managed accurate data entry and record-keeping via call center workflow systems.

## EDUCATION

**The World TESOL Academy**

120-Hour TESOL/TEFL Accredited Certification

**Damelin**

Personal Development, Professional Counseling, and Child Psychology (NQF Level 4)

**The Hill High School**

Matriculated

## CERTIFICATIONS

**HubSpot:** Sales Software, Sales Enablement, Sales Reporting, Client Success, Sales Management

**Udemy:** Digital Marketing, SaaS Essentials, Online Business Systems

**Smiling Soul Coaching Academy:** Certified Life Coach (Mindset & Consciousness)

## | LANGUAGES

English (Native/Professional)

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