

# KEEGAN

## Senior Sales Development Representative

RooCruit

Cape Town, South Africa

### PROFESSIONAL SUMMARY

*Results-oriented sales professional with extensive experience in business development, lead generation, and account management across the SaaS and Cybersecurity sectors. Proven track record in identifying high-impact prospects, booking qualified demonstrations, and contributing to market expansion through a proactive and resilient approach. Adept at communicating complex technical value propositions to C-level executives and IT decision-makers.*

### KEY SKILLS

- SaaS Sales & Business Development
- Cybersecurity (NDR, XDR, DDoS Protection)
- Remote Account Management
- KPI Achievement & Conversion Optimization
- Lead Generation & Prospecting
- Customer Experience (CX) Tool Consultation
- CRM & Database Management
- Cross-selling & Portfolio Expansion

### PROFESSIONAL EXPERIENCE

#### Business Development Executive

January 2025 – Present

*Global AI Solutions Platform*

- Responsible for booking qualified meetings and product demonstrations for the sales team to drive market expansion.
- Identifies and penetrates new client segments through strategic outreach and value-based communication.

- Maintains a proactive, results-oriented mindset to overcome challenges in high-growth market environments.

**SDR - Account Manager (Remote)****August 2023 – December 2024***International Sales Acceleration Agency*

- Tasked with deep prospecting for a specialized CX tool that enables engineering and product teams to monitor real-time user reactions and support issues.
- Managed the end-to-end engagement process, from qualifying leads to overseeing initial relationship development.
- Promoted SaaS solutions by effectively highlighting ROI and business impact for customer-centric organizations.
- Represented a top-tier Physical Security & Identity Access Management campaign, focusing on new business acquisition and client retention.

**Senior Business Development Representative****August 2021 – August 2023***Leading Managed Digital Service Provider*

- Focused on lead generation and consulting for Cybersecurity and Database solutions.
- Utilized multi-channel prospecting (Phone, Email, LinkedIn) to engage IT officials regarding security renewals and solution updates.
- Nurtured opportunities through the sales funnel from initial qualification to closure.
- Consulted on complex solutions including SaaS, NDR, XDR, DDoS protection, and Antigena.

**English Sales Host****November 2019 – July 2021***Global Outbound Sales Firm*

- Exceeded daily outbound KPIs including dials, claims, and final conversions.
- Identified target customers through strategic outbound campaigns and built long-term relationships.
- Executed cross-selling strategies for various products and services to maximize revenue.

**Business Development Consultant****January 2017 – October 2019***B2B Media and Publications Corporation*

- Provided administrative and developmental support for journalists and executives within various featured companies.

- Assisted with the business development of firms highlighted within specialized industry publications.

**Motor Claims Administrator****June 2015 – December 2016***Financial Services & Insurance Group*

- Managed motor and accident claims processing and data entry.
- Liaised with network repair garages to facilitate efficient claim resolutions.

**Life Insurance Consultant****January 2013 – May 2015***Top-Tier Financial Services Provider*

- Conducted claims assessments and customer service for critical illness, disability, and income protection products.
- Managed administration for medical aid gap cover and high-volume client inquiries.
- Performed health-based risk assessments and provided customized life insurance quotes.

**Administrator****October 2009 – December 2012***Major Specialized Retail Group*

- Handled comprehensive administration and customer service queries within a high-volume environment.
- Verified client eligibility and established policies by adhering to strict pricing and compliance guidelines.
- Maintained quality standards and recommended procedural improvements to enhance operational efficiency.

## EDUCATION

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**National Senior Certificate in Business Administration and Management**

College of Cape Town, South Africa

2007 – 2008

**Matric / Secondary School Certificate**

Alexander Sinton High, South Africa

2002 – 2006

## LANGUAGES

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## English (Native/Professional Proficiency)

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