




# KAELA KNIGHT

## SALES DEVELOPMENT REPRESENTATIVE

### CONTACT

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(123) 456-7890 

King of Prussia, PA 

[LinkedIn](#) 

### EDUCATION

B.S.

Marketing

Pennsylvania State

University

August 2007 - April 2011

University Park, PA

### SKILLS

Groove

Boomerang

ZoomInfo

Magento

Looker

### CERTIFICATIONS

Certified Sales Leadership

Professional (CSLP)

### WORK EXPERIENCE

#### Sales Development Representative

Qlik

May 2019 - current / King of Prussia, PA

- Harnessed Groove to automate sales outreach and boosted outreach efficiency by 36% and response rates by 23%.
- **Grew high-value opportunities by 14%** by identifying and connecting with key decision-makers via ZoomInfo.
- Provided comprehensive feedback to product team, influencing product updates that led to an 11% rise in customer satisfaction.
- Delivered critical insights that contributed to better strategies via tracking and reporting sales activities and goals using Looker.

#### Inside Sales Representative

Siemens

June 2015 - April 2019 / Malvern, PA

- Leveraged Boomerang to schedule follow-ups and increase engagement, **contributing to a 21% increase in closed deals.**
- Increased customer satisfaction by 13% by improving order accuracy by managing accounts and orders with Magento.
- Maintained a deep understanding of Siemens' products and services, improving the ability to address customer inquiries.
- Applied techniques from weekly training sessions to improve personal sales performance by 11%.

#### Customer Service Representative

Geico

June 2011 - May 2015 / Scranton, PA

- Handled an average of 40 customer calls and emails daily and **maintained a 96% resolution rate on first contact.**
- Provided comprehensive feedback to the product team based on customer input, leading to product improvements.
- Retained 37% of customers considering cancellation through proactive engagement and problem-solving.
- Increased sales conversions by 28% by collaborating with the sales team to follow up on potential leads.