# Olivia Reyes

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Checkr
Denver, CO

**Re: Account Executive, Mid-Market**

**Dear Hiring Manager,**

Mid-market buyers of background screening software usually have several stakeholders: HR, recruiting, legal and finance all get a vote. Your posting for a Mid-Market Account Executive asks for someone who can run that kind of multi-threaded cycle, and that's how I've closed most of my business at HubSpot.

In 2024 I closed $2.4M in new ARR, 134% of quota, and I've made President's Club two years running. Most of that growth came from bigger deals rather than more of them. I stopped selling single-team contracts where I could and started mapping every department that would touch the product, which raised my average deal size by more than a third. I also source most of my own pipeline; last year I built about $6M of it outbound, so less than half of my deals start as inbound leads.

The change that mattered most was qualification. My win rate was 21% when I started using MEDDIC seriously, mainly because I was carrying deals with no economic buyer. Disqualifying those earlier freed time for the ones that could close, and my win rate is now 29%. I started as an SDR at Zoom and spent two years in territory sales before that, so I'm comfortable doing my own prospecting and working a full cycle in Salesforce, Outreach and Gong.

I'd welcome a call to walk through my numbers and how I'd build pipeline in your mid-market segment.

Best,

**Olivia Reyes**