

Olivia Reyes

Account Executive · B2B SaaS · Mid-Market

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SUMMARY

Quota-crushing account executive with 6 years selling B2B SaaS to mid-market and enterprise. Builds pipeline from scratch, runs a disciplined cycle, and consistently lands in the top 10% of the team.

EXPERIENCE

Account Executive, Mid-Market · HubSpot

Feb 2021 – Present

Denver, CO

- Closed \$2.4M ARR in 2024 at 134% of quota; President's Club two years running.
- Grew average deal size 38% by selling into multi-team, multi-year contracts.
- Built a \$6M self-sourced pipeline, cutting reliance on inbound to 45%.
- Lifted win rate from 21% to 29% by tightening qualification with MEDDIC.

Sales Development Representative · Zoom

Aug 2018 – Jan 2021

Denver, CO

- Booked 40+ qualified meetings per quarter, top SDR 5 quarters in a row.
- Sourced pipeline that converted to \$1.1M in closed revenue.
- Built the outbound sequences the team adopted, raising reply rates 27%.
- Promoted to AE in 18 months after exceeding pipeline targets every quarter.

Territory Sales Representative · Sherwin-Williams

Jun 2016 – Jul 2018

Denver, CO

- Grew a 60-account territory 18% YoY through consultative selling and account planning.
- Earned Rookie of the Year among 30+ reps in the regional class.

EDUCATION

B.A. Business Administration · Colorado State University

May 2016

SKILLS

Sales: Pipeline generation, MEDDIC, Negotiation, Forecasting, Discovery, Account planning

Tools: Salesforce, Outreach, Gong, LinkedIn Sales Navigator, Apollo

CERTIFICATIONS

Sandler Sales Certification · Salesforce Certified Administrator