Jaxon Achebe-Moreland

Sales Development Representative

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SUMMARY

Sales development representative with 3 years in B2B SaaS, prospecting into HR and operations leaders at mid-market companies. Hit 118% of meeting quota across 8 quarters and sourced $2.4M in pipeline last year using Salesforce, Outreach and LinkedIn Sales Navigator. Known for account research that turns cold calls into real conversations.

EXPERIENCE

Sales Development Representative — Peoplegrid HR

Atlanta, GA · Jan 2024 – Present

- Averaged 118% of monthly meeting quota over 8 quarters, booking 16 qualified meetings a month with HR directors at 200 to 2,000 employee companies.
- Sourced $2.4M in pipeline in 2025, of which $610K closed as new business with 3 account executives.
- Built a 6-step Outreach sequence for healthcare accounts that lifted reply rates from 4% to 9%, later adopted by 7 SDRs.
- Made 60 to 80 calls a day and ranked first of 12 SDRs for connect-to-meeting rate in 3 quarters.

Business Development Representative — Freightloop

Atlanta, GA · Jun 2022 – Dec 2023

- Prospected logistics managers by phone, email and LinkedIn, booking 11 meetings a month against a quota of 10.
- Qualified 300 inbound leads with BANT notes in HubSpot, cutting account executive time on unqualified demos by a third.
- Ran a 2-week call blitz into 150 dormant accounts that reopened 14 opportunities.

SKILLS

Prospecting: Cold calling, multichannel sequences, account research, objection handling

Sales tools: Salesforce, Outreach, Salesloft, HubSpot, LinkedIn Sales Navigator, ZoomInfo, Gong

Qualification: BANT, MEDDIC basics, discovery calls, clean handoff notes

Languages: English (native), Spanish (working proficiency)

EDUCATION

B.A. Communication, Georgia State University, 2022

Fictional example by FindAJobAI: the person, employers and numbers are invented.