

# WESNEIGER BRUNO

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## BUSINESS DEVELOPMENT REPRESENTATIVE (BDR) | OUTBOUND & PIPELINE GENERATION

Outbound Prospecting • HubSpot & LinkedIn Sales Navigator • Cold Email & Calling •  
Pipeline Development

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### PROFESSIONAL SUMMARY

Sales Development Representative with 3+ years of experience in outbound prospecting, cold email, cold calling, and appointment setting for B2B services and SaaS-style environments. Proven ability to execute 150–250 outbound activities per week, consistently generate qualified meetings, and operate within CRM-driven workflows (HubSpot/Salesforce). Experienced in C-level outreach, multi-channel sequencing, and structured discovery. Highly coachable, metrics-driven, and fully committed to long-term enterprise sales development.

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### CORE SKILLS

- Outbound Prospecting & Pipeline Generation
- Cold Email, Cold Calling & Social Selling
- LinkedIn Sales Navigator Research
- HubSpot CRM, Sequences & Deal Management
- Discovery & MEDDIC / BANT Qualification
- Appointment Setting & AE Handoff

- Executive-Level Conversations
  - Follow-Up Strategy & CRM Accuracy
  - Remote Work Discipline & Time Management
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## TOOLS & PLATFORMS

HubSpot, Salesforce, GoHighLevel, Zoho, Pipedrive, LinkedIn Sales Navigator, Apollo, Instantly, Vical, Five9, RingCentral, Slack, Gmail, Zoom, Google Meet, Asana, ClickUp, LinkedIn Helper

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## KEY PERFORMANCE METRICS

- Managed 150–250 outbound activities per week (calls, emails, LinkedIn)
  - Generated 80+ qualified demos in 6 months
  - Maintained 35–40% conversion rate from qualified lead to booked meeting
  - Ensured 100% CRM accuracy with daily pipeline updates
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## PROFESSIONAL EXPERIENCE

### Sales & Business Development Representative (SDR – Internship)

GEO | Remote | Sep 2024 – Mar 2025

- Executed outbound prospecting via cold calls, cold emails, and LinkedIn outreach to UK business owners.
- Qualified inbound and outbound leads through structured discovery conversations.

- Positioned SEO paid trials and service solutions based on prospect pain points.
  - Handled objections and booked high-quality sales appointments for Account Executives.
  - Conducted deep research using industry data and digital buying signals.
  - Worked against weekly activity targets aligned with monthly demo goals.
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## **Sales Development & Technology Sales Representative (Contract)**

Remote | Jan 2022 – Jan 2024

- Executed outbound prospecting across email, phone, and LinkedIn for B2B service and technology companies.
  - Built full sales pipeline from cold outreach to qualified appointment setting.
  - Generated meetings for agency owners and consultants across multiple industries.
  - Developed targeted prospect lists and personalized multi-step outbound sequences.
  - Maintained CRM tracking, follow-up workflows, and pipeline reporting.
  - Supported 40+ client campaigns across SMB and mid-market segments.
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## **Customer Service & Sales Support Agent**

Tyme Global Technology | Remote (USA) | Jan 2022 – Dec 2022

- Managed high-volume inbound and outbound calls for U.S. customers.
- Delivered customer support and sales assistance during hurricane and COVID-19 relief programs.

- **Strengthened communication, objection-handling, and call discipline under pressure.**
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## **Sales Development Representative**

**Natcom | Port-au-Prince, Haiti | 2018 – Dec 2019**

- **Supported the sales team with lead research, qualification, and accurate data entry.**
  - **Assisted with sales presentations and outbound campaigns.**
  - **Gained early exposure to structured B2B sales processes and CRM usage.**
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## **EDUCATION & SALES TRAINING**

- **Outbound Automation Certification – Clay University**
  - **RevOps Bootcampd – HubSpot Academy (2025)**
  - **Pipeline Generation Bootcamp – HubSpot Academy (2025)**
  - **Discovery Call Bootcamp – HubSpot Academy (2025)**
  - **Sales Enablement Certification – HubSpot Academy (2025)**
  - **HubSpot Sales Hub Software Certification – HubSpot Academy (2025)**
  - **Lead Generation Insider 2.0 – Jay Feldman**
  - **HigherLevels Tech Sales Accelerator (2024)**
  - **Mastering the Cold Call – Grant Cardone (2025)**
  - **Administration & Social Economics – State University of Haiti (UEH)**
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# LANGUAGES

English • Spanish • French • Haitian Creole • Sign Language

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Available immediately for full-time remote BDR / SDR roles