

JORDANA MATSOS

Toronto, Canada | phone | email and LinkedIn.

BUSINESS DEVELOPMENT / INSIDE SALES / LEAD GENERATION

Delivering end-to-end demand generation that increases sale revenues, build brand recognition and solidifies customer trust.

A top-performing **lead generation leader**, offering proven results in engaging consumers, creating demand, optimizing sales pipeline-building campaigns, sourcing and nurturing leads in targeted segments.

Highly skilled in developing and implementing strategic marketing initiatives, lead generation, demand generation, business development, client relationship management, inside sales, pre-sales, email marketing, tele-calling and event recruitment. **Proven ability to manage time & territories and drive complex projects to completion.**

- **Leadership:** Pioneered existing 3DS (Dassault Systems) account which grew qualified new leads from 55 to 950 for the BD team within 3 years. Managed lead nurturing programs that accelerated **prospect leading to a 10% increase in customer base through Salesforce.**
 - **Sales Growth:** Utilized a strong level of expertise to close complex sales cycles in a consultative manner through tactful negotiations and superior customer service, **thereby boosting gross sales by 30%.**
 - **Client Relationships:** Cultivated prospect relationships by initiating communications & conducting follow-up presentations in order to move opportunities through the sales funnel at 2X faster than my team.
 - **Top Performer:** Known for exceptional client service & client retention rates, **Awarded as "Employee of the Year"**. Recognized as a top performer for consistently achieving sales targets through outbound calls, SMS campaigns & inbound calls producing 15% conversion to sales.
 - **Strategic Thinker:** Conducted market research & demographic profiling to obtain insight into sector growth, key players, new products, market dynamics, sales volume, market share to capitalize on unmet needs ahead of the curve. Developed & executed marketing programs and general business solutions **resulting in a 12% increase in customer base and sales.**
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PROFESSIONAL EXPERIENCE

Sales Development Representative, RBRO Solutions

(Aug 2021 – Present)

Created and developed new outbound programs and campaigns. Established an ongoing outbound lead development cadence of prioritizing contacts and contacting them through a coordinated outreach of email & phone.

- **Develop sales-ready opportunities by qualifying accounts** and collecting information that includes business pains & other BANT (Budget, Authority, Need, and Timeframe) details
- Oversee **customer acquisition & revenue growth** opportunities by generating leads, advancing sales process, executing campaigns, closing new business and assisting in the achievement of monthly sales targets at a consistent 105% achievement.
- Pioneered the lead generation process utilizing ZoomInfo campaigns to build a strong pipeline for the sales team that **boosted the net new clients by 10% within a year and led to a 7% sales conversion**

Inside Sales - CSR, Teleperformance

(Oct 2019 – July 2021)

Sourcing leads, nurturing opportunities, and converting them to sales with strong client relationships using Salesforce. Have been **consistently recognized as a top performer for exceeding the targets by 120%.**

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Key Achievements:

- Handled inbound & outbound calls triggered by events and Email campaigns to convert MQLs to Closures.
- Managed lead nurturing programs that accelerated prospect **leading to a 10% increase in customer base through Salesforce.**
- **Recognized as a top performer in consistently achieving sales targets through outbound calls, SMS campaigns & inbound calls producing 12% conversion to sales.**
- **Managed monthly marketing scorecard** and key measures with benchmark data, using CRM campaigns to cross-sell, and up-sell new and existing products, as part of our Market Services Offerings.
- Worked on **marketing campaign activities** like lead management, sales lead development, response management, social media campaigns, SMS campaigns, inbound-outbound calls and chat handling.
- **Recognized as a high performer in consistently completing 70+ daily outbound calls producing a 12% conversion rate. Won “Employer of the Month”**

TECHNICAL SKILLS

CRM:	Salesforce.com, Oracle Sales cloud, Zoho, SAP CRM, Microsoft Dynamics
MS Office:	Advanced Excel, PowerPoint, MS Access, MS Word
Domains:	Banking, Retail, Manufacturing, Automobile, Legal and IT
Sales Tools:	ZoomInfo, LinkedIn Sales Navigator, Outreach, Inside View, HubSpot

EDUCATION

Bachelor's degree in Engineering (BE-Electronics & Communication), Visvesvaraya Technological University

PERSONAL SKILLS & ACTIVITIES

Badminton | Cricket | Traveller | Foodie | Sky Diving | Para Sailing

JORDANA MATSON

PROFESSIONAL SUMMARY

As a results-driven B2B SaaS Sales professional, I am deeply passionate about technology and excel in dynamic, fast-paced environments.

My expertise encompasses a profound understanding of enterprise-level sales strategies and a track record of cultivating trust-based relationships with key decision-makers.

I specialize in thorough business prospect research, consultative C-Level selling, and driving account expansion.

EDUCATION

NAME

BBA: Marketing And Finance Graduated with Honours

NAME

08/2022

MBA: Master's Business Entrepreneurship And Technology
Top 20th percentile

CERTIFICATIONS

- Technical Sales
- Fundamentals of Management Consultant (MBET)
- The Fundamentals of Digital Marketing

AWARDS

University of Waterloo Engineering Senate Graduate Scholarship

LANGUAGES

English and French

Native or Bilingual

SOFTWARE

- Salesforce
- SalesLoft
- LinkedIn Navigator
- Zoominfo

WORK EXPERIENCE

Blue J Legal - SMB Account Executive

Toronto, ON • 12/2022 - 07/2023

- Engaged across a full SaaS sales lifecycle: prospecting, qualifying, consultative selling, value selling, presenting, developing proposals, overcoming objections, negotiating and closing deals (~15K ACV)
- Leveraged and coordinated cross-functional internal teams (internal marketing, sales development, pre-sales, customer success) to efficiently navigate complex sales cycles
- Managed pipeline in Salesforce to accurately forecast revenue which was +5/-5
- Ensured effective customer onboarding and long-term success through collaborating with the Customer Success team leading to a 97% retention rate.
- Developed post-sale account plans identifying expansion and referral opportunities in collaboration with Customer Success leading to an average of \$5K in upsells /account

Blue J Legal - Outbound Enterprise Business Development

Toronto, ON • 12/2021 - 07/2023

- Prospected into and managed +300 enterprise accounts while generating over \$400K in pipeline for various SaaS products
- Created lasting first impressions with C-suite prospects and booked qualified opportunities using BANT framework
- Brought in 7 net new enterprise logos worth over \$200K in ARR - achieving an average of 110% quota attainment MoM
- Wrote, set-up and launched email and phone team cadences using A/B testing to find best practices which led to an increase of 30% in open and connect rates
- Managed over 100 customer touches daily between emails and cold calls while following account and value based selling
- Leveraged all tech tools such as Salesforce, Salesloft, Zoominfo and LinkedIn Navigator for efficient prospecting and outreach
- Collaborated with Customer Success to identify expansion and referral opportunities within existing accounts with Enterprise multi-location law offices.

Problem Lab - University Of Waterloo - Research Assistant

Waterloo, ON • 07/2021 - 09/2021

- Worked with principal researchers to coordinate qualitative and quantitative research into future of 'connected cars'
- Collaborated with leadership team to identify relevant questions and determine best methods of collection
- Demonstrated strong writing and analytical skills to generate presentations and client ready reports in the technology field.

Affinity Click Inc. - Client Service Representative

- Microsoft Office
- G-Suite
- Slack
- Hubspot



- Ensured customer related issues are resolved or escalated in a timely and effective manner via email or phone with an NPS score of 96 and AVG talk time of 2.5 minutes
- Contributed, discussed and exchanged ideas/knowledge with Affinity Click's customer service team from time to time with the focus of improving overall customer experiences
- Growth of existing portfolio accounts led to an average increase of 3% in my book



SKILLS

Sandler
Selling
Prospecting
Cold
Calling
Objection
Handling Active
Listening
Copywriting
Time
Management
Market Research
Organization
Teamwork
Account Based

INTERESTS

Hi
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Greater Toronto Airports Authority / MBET (UW) - Corporate Innovation Consultant

Waterloo, ON • 01/2021 - 06/2021 - Intern

- Developed team internal communications, scheduling, note taking and slide deck building in preparation for client facing meetings
- Worked with GTAA Sustainability manager to understand needs and present solutions under MBET's
- Led design thinking sessions in the form of brainstorming to come up with innovative and feasible solutions to meet client's briefings on average of 2 times per week.

Government Of Canada - Program Coordinator - Intern

Ottawa, ON • 02/2020 - 08/2021

- Organized and moderated virtual events with external stakeholders in the tech space to discuss strategic plans to modernize the IT infrastructure of the Canadian government
- Provided operational support required to ensure the efficient and effective management of the shared services department initiatives
- Created vendor profiles and updated them frequently for the Director General.

Timbercreek Communities - Leasing Consultant – Part-Time

Ottawa, ON

- Closed sales leads: 2 per day to pass onto Sales Reps
- Overachieved weekly/monthly sales and occupancy targets - highest quota attainment in the team at \$30K per month
- Accurately completed all leasing administration tasks