



Anna Branum

BUSINESS SALES DEVELOPMENT MANAGER

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San Francisco, CA

SKILLS

Lead generation	Expert
Salesforce CRM	Expert
Sales forecasting	Expert
B2B sales	Expert
Negotiation	Expert
Client retention	Expert
Prospecting	Expert
Revenue reporting	Expert
Communication	Expert
Strategic thinking	Expert
Data analysis	Expert

PROFESSIONAL SUMMARY

Sales-focused Business Development Manager with experience in B2B tech. Skilled in lead generation, CRM strategy, and enterprise sales. Known for consistently exceeding targets and building strong pipelines across North American markets.

EXPERIENCE

January 2021 - Now

Sales Business Development Manager

CloudNova Technologies / San Francisco, CA

- Expanded North American client base by 45% within 18 months through outbound and inbound sales strategies.
- Manage enterprise sales cycles averaging \$60K+ in contract value.
- Implement structured lead qualification process using Salesforce and HubSpot.
- Coordinate weekly demos and product walkthroughs with the pre-sales team.
- Exceed quarterly revenue targets by 18% on average.
- Develop new strategies for prospect outreach that reduced lead-to-close time by 25%.

June 2017 - December 2020

Sales Associate

BrightStack Technologies / Seattle, WA

- Closed 20+ mid-market accounts annually, totaling \$1.2M in revenue.
- Partnered with marketing to refine email automation workflows, boosting MQLs by 30%.
- Received "Top Closer" recognition twice for highest sales volume in Q3 and Q4 2019.
- Collaborated with product team to address client feedback and improve product offerings.

EDUCATION

Bachelor of International Business

University of California, Berkeley, CA

Certified Salesforce Administrator

Salesforce | Completed: June 2020

Google Analytics Certification

Google | Completed: April 2021