

Collin Deal

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PROFESSIONAL SUMMARY

Results driven Sales Development professional with 4+ years of experience generating qualified leads, exceeding quota, and driving revenue growth in high volume outbound environments. Proven track record of creating sales pipeline through strategic prospecting, account prioritization, and personalized outreach. Recognized for strong communication skills, disciplined execution, and the ability to translate business challenges into revenue opportunities.

EMPLOYMENT HISTORY

Auditoria.AI

Denver, CO

Enterprise Sales Development, Finance AI (B2B SDR)

2024 - present

- Generated 100+ opportunities and \$7.2M in qualified pipeline in FY25 through outbound prospecting and targeted account engagement
- Executed over 700 weekly outbound touchpoints via phone, email, and LinkedIn
- Averaged more than 25 Sales Qualified Leads (SQLs) per quarter
- Maintained a 73% Opportunity Acceptance Rate (OAR) through effective qualification and AE collaboration
- Leveraged B2B Sales Engagement tools to refine outreach messaging and improve response rates
- Represented company at partner conferences, generating 16 opportunities

Kelly Campbell Consulting LLC

Denver, CO

Sales & Marketing Consultant

2023 - 2025

- Boosted overall sales performance by 64% through identifying ideal customer profiles (ICP) and profit center targeting
- Increased client's membership adoption by 76% within 3 months by developing and implementing marketing and sales strategies

Newchip Accelerator

Austin, TX

Venture Analyst (B2B BDR)

2023 - 2023

- Maintained disciplined CRM hygiene to ensure accurate reporting, forecasting visibility, and clean handoffs to Account Executives
- Established trust quickly with prospects through clear communication and consistent follow up

Dell Technologies

Austin, TX

Small Business Advisor (B2B Sales)

2021 - 2023

- Prioritized high value accounts to increase conversion rates by 32%
- Advised 30+ U.S. small business owners weekly; recommending tailored solutions based on need
- Utilized KPI tracking and performance dashboards to monitor pipeline health and activity metrics, increasing completion rates by 16%
- Promoted after achieving 120% quota attainment; reflecting reliability and growth potential
- Identified workflow inefficiencies and introduced structured follow up systems to accelerate prospect response times
- Rising Star and Coaching Champion Award

Goosehead Insurance

Austin, TX

Account Executive (B2C Sales)

2020 - 2021

- Ranked in the top 3% of peers by exceeding KPIs and maintaining high customer engagement
- Selected as "Team Lead" to run workshops and mentorship program
- President's Club

EDUCATION

Texas A&M University - College Station, TX

Bachelor of Science in Finance - 2020

LEADERSHIP & INVOLVEMENT

- Social Chair & Committee Head - Mile High Young Professionals
- President - Phi Delta Theta Fraternity
- Vice President - Interfraternity Council (IFC)
- Vice Chairman - Student Organization Accountability Board (SOAB)

AWARDS & ACHIEVEMENTS

- Iron Phi Achievement - Phi Delta Theta
- Order of Omega - Greek Honor Society