MARIA ORTIZ

Business Development | B2B Sales | Sales Operations

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PROFESSIONAL SUMMARY

Sales professional experienced in email, LinkedIn, and cold-call prospecting for North American service businesses. Exceeded cold outbound targets by 30% at Sprint and managed a 12,000+ small-business customer pipeline. Combines lead research and enrichment, CRM management, KPI reporting, and sales-process improvement with current prospect qualification and appointment support at LEADR.

PROFESSIONAL EXPERIENCE

LEADR | Executive Assistant

September 11, 2025 - Present

- Communicate with booked leads by email and SMS, confirm sales appointments, address questions and objections, and qualify and route prospects according to company rules.
- Use HubSpot and Aloware to support prospect coordination and handoffs to advisors and sales stakeholders; track appointment outcomes and identify workflow and data-quality improvements.
- Contribute to an AppSheet and Google Sheets operational/reporting solution in development, covering appointment activity, confirmations, show rates, outcomes, and team KPIs.

PowerPlacing | Sales Development Representative - Sales Development Manager

June 2023 - August 2025 | Sales Development Manager since August 2024

- Prospected through email, LinkedIn, and cold calling to sell cleaning, landscaping, HVAC, and flooring services for North American companies; used Close.io and One Umbrella.
- Sourced leads through Google, LinkedIn, ZoomInfo, Seamless.ai, and Apollo; supplemented lead-generation data with LinkedIn Sales Navigator to enrich prospect information.
- Delivered weekly and monthly team-performance and KPI reports to the GM and CEO; coached SDRs and supported lead-list development.

GoDaddy | Sales Consultant

August 2022 - June 2023

- Sold web services through inbound and outbound sales, handled objections, and used CRM histories to identify upselling opportunities. Participated in a pilot project, proposing script and key-client data-handling improvements for reporting.
- Recommended sales-flow and data-entry improvements that were accepted and implemented; the changes saved 1.5% of man-hours and increased cold conversion by 3% across the Sales Representative field.
- Recognized as Representative of the Quarter in Q1 2023 and awarded a bonus for the initial improvement suggestion.

Sprint (now part of T-Mobile) | Senior Inside Sales Representative

July 2020 - July 2022

- Exceeded cold outbound sales targets by 30%; ranked as the top-performing Sales Representative in the cell for 9 of 12 months.
- Owned and managed a pipeline of 12,000+ small-business customers; used Salesforce to track contacts, conversions, relationship notes, pain points, and spending.
- Sold services and devices through inbound and outbound calls; served as 2021 Sales Lead for a cell of 16 Inside Sales Representatives and graduated top of a class of 30 in the Sprint Sales Development Program.

Fitbit (now part of Google) | Senior Technical Support Representative

January 2017 - June 2019

- Provided application and device support through customer chats and follow-up emails for users in the United States, Australia, Canada, and England.

SKILLS AND TECHNOLOGY

B2B Prospecting | Outbound Sales | Cold Calling | Lead Qualification | Objection Handling | Pipeline Management | Relationship Building | CRM Management | Sales Process Improvement | KPI Reporting

HubSpot | Aloware | Salesforce | Close.io | One Umbrella | Excel (Advanced) | Google Sheets | AppSheet (project in development) | LinkedIn Sales Navigator | Apollo | ZoomInfo | Seamless.ai | Snov.io