TYLER BRENNAN

SALES DEVELOPMENT REPRESENTATIVE

CONTACT

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Austin, TX

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SKILLS

- Salesforce
- HubSpot
- ZoomInfo
- LinkedIn Sales Navigator
- CRM
- Cold Calling
- Email Prospecting
- Business Development
- Resilience
- Coachable

EDUCATION

Bachelor of Science

05/2019

Texas State University

San Marcos, TX

Exercise and Sports Science

CERTIFICATES

HubSpot Sales Software Certification

04/2025

HubSpot Academy

SUMMARY

Sales Development Representative at a B2B software company, booking meetings for account executives after nearly 6 years selling personal training packages face to face. Spends most days cold calling, about 70 dials, working lead lists from ZoomInfo and LinkedIn Sales Navigator and logging every touch in Salesforce.

EXPERIENCE

Sales Development Representative 03/2025 - Present

Brightline Route Software Austin, TX

Outbound SDR on a 12-person team selling fleet routing software to mid-market trucking companies.

- Secure an average of **14** qualified meetings a month for 3 account executives, reaching 118% of quota over 4 quarters.
- Build targeted prospect lists in ZoomInfo and LinkedIn Sales Navigator, adding 250 new accounts a month to Salesforce.
- Write 4-step email prospecting sequences in HubSpot that lifted reply rates on cold accounts from 3% to 7%.
- Qualify inbound demo requests within 2 hours using BANT questions and record notes in the CRM for a clean handoff.

Personal Trainer 06/2019 - 02/2025

Eastside Athletic Club Austin, TX

Independent fitness club with 3,500 members and a 15-trainer staff.

- Sold **$95,000** a year in training packages through gym-floor conversations, fitness assessments and follow-up calls.
- Retained 85% of clients past 6 months by setting goals, tracking progress and checking in every week.
- Pitched corporate wellness programs to 6 local employers, a business development push that added 30 new members.
- Managed a schedule of 30 sessions a week and kept client records current in the club's member system.