Ethan Caldwell

Enterprise Sales Development Representative

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Summary

Enterprise sales development representative with 3 years of outbound prospecting, the last 18 months into Fortune 1000 HR and finance leaders for a workforce analytics platform. Sourced $3.2M in enterprise pipeline in 2025 using ZoomInfo, Apollo and Salesforce, and works with 3 enterprise account executives on multi-threaded account plans.

Experience

Enterprise Sales Development Representative
05/2024 - Present

Hudson Workforce Analytics New York, NY

Workforce planning and analytics platform for companies with 5,000+ employees.

- Source **$3.2M** in enterprise pipeline in 2025, booking 9 meetings a month with VP-level HR and finance buyers.
- Engage 60 target accounts per quarter, reaching 5 contacts per account across HR, finance and IT.
- Prioritize 25 accounts a week showing buying signals, using org charts and intent data from ZoomInfo and Apollo.
- Research 10-K filings and earnings calls to write account briefs before every handoff to account executives.

Sales Development Representative
03/2023 - 04/2024

Meridian Expense Software New York, NY

Expense management software for mid-market finance teams.

- Booked 14 mid-market meetings a month with controllers, ending 2023 at 121% of meeting quota.
- Completed 70 cold calling dials a day to controllers and CFOs, logging every activity in Salesforce.
- Built HubSpot email sequences for 3 industries that raised replies from 2.8% to 4.6% in one quarter.

Customer Service Representative
07/2022 - 02/2023

Empire Business Bank New York, NY

Commercial bank serving small businesses across the five boroughs.

- Answered 70 calls a day from business clients on deposits, cards, wires and online banking access.
- Referred 30 clients a quarter to relationship managers for business loans and treasury services.
- Resolved 92% of account issues on the first call, above the 85% team goal for the year.

Education

Bachelor of Arts
05/2022

Fordham University Bronx, NY

Economics

Skills

- Salesforce
- ZoomInfo
- Apollo
- HubSpot
- Account-Based Prospecting
- Cold Calling
- Account Planning
- Enterprise Pipeline
- Communication Skills