

Camila Vasquez

Mid-Market Account Executive

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SUMMARY

Mid-Market AE with 7 years of consistent quota overperformance across HubSpot and Salesforce. \$2.8M ARR and #1 of 62 Mid-Market AEs at HubSpot in FY24, lifted forecast accuracy 71% to 89% via MEDDPICC adoption, and back-to-back President's Club winner at Salesforce.

EXPERIENCE

Senior Mid-Market Account Executive

HubSpot • Cambridge, MA • 03/2022 - Present

- Closed \$2.8M ARR in FY24 against a \$1.95M quota (143% attainment); ranked #1 of 62 Mid-Market AEs in the East region
- Closed flagship \$340K ACV multi-hub deal with a Series C scale-up (largest non-enterprise deal of the FY24 cohort)
- Drove forecast accuracy from 71% to 89% across 6 quarters by championing MEDDPICC adoption with my pod (4 reps)
- Closed 22 net-new logos averaging \$94K ACV with 11.3-month average sales cycle

Mid-Market Account Executive

Salesforce - Service Cloud • Boston, MA • 01/2019 - 02/2022

- President's Club 2020 and 2021 (back-to-back) at 134% and 128% attainment
- Closed 28 multi-product expansions in 2021 averaging \$112K incremental ARR per account
- Promoted from SDR to Mid-Market AE in 18 months after hitting 142% in the SDR class

Sales Development Representative

Salesforce • Boston, MA • 07/2017 - 12/2018

- 142% of quota in trailing year as an outbound SDR; generated \$4.1M in pipeline with 38% SQL-to-opp conversion

EDUCATION

Bachelor of Science

Boston College • Chestnut Hill, MA • 05/2017

Marketing

SKILLS

MEDDPICC
Sandler Selling
HubSpot CRM / Sales Hub
Salesforce CRM
Forecasting (Clari)
Outbound Prospecting (Outreach)
Multi-Product Cross-Sell

LANGUAGES

English • Native
Spanish • Native

STRENGTHS

Top-of-Stack Performance
Ranked #1 of 62 Mid-Market AEs in the East region.

Process Improvement

Led MEDDPICC rollout that lifted pod forecast accuracy 18 percentage points.

CERTIFICATES

MEDDPICC Practitioner
Certified
MEDDIC Academy • 08/2022

HubSpot Sales Software
Certified
HubSpot Academy • 04/2022