

# Devon Mitchell

## Outbound Sales Development Representative

Outbound sales development representative with 1 year of cold prospecting into IT and security leaders for a cybersecurity SaaS vendor, after 18 months of phone recruiting. Books 13 meetings a month from accounts with no prior contact, writes email sequences in HubSpot and keeps Salesforce CRM data accurate enough for weekly forecasting calls with sales leadership.

✉ devon.mitchell@email.com  
☎ (617) 555-0176  
📍 Boston, MA  
🌐 [linkedin.com/in/devonmitchell](https://www.linkedin.com/in/devonmitchell)

### Experience

#### Outbound Sales Development Representative

Harborline Security • Boston, MA • 01/2025 - Present

Cybersecurity SaaS vendor selling threat detection to mid-market companies.

- Deliver 80 cold calling dials and 50 personalized emails a day to IT directors at 200-2,000 employee firms.
- Secure **13** first meetings a month from cold accounts, the highest average on a team of 9 reps.
- Write 6-touch email sequences in HubSpot by persona and industry, raising reply rates from 3.1% to 5.4%.
- Update Salesforce contacts, activities and stages daily, scoring 98% field completion in monthly CRM reviews.

#### Recruiting Coordinator

Copley Staffing Partners • Boston, MA • 07/2023 - 12/2024

Staffing agency placing office and light industrial workers with 30 local employers.

- Screened 40 candidates a week by phone for office and warehouse roles, using a 10-question intake script.
- Scheduled 25 client interviews a week across hiring managers at 30 companies, sending prep notes to every candidate.
- Pitched open candidates to 60 local employers a month by phone and LinkedIn, opening 7 new client accounts.
- Negotiated bill rates with office managers and owners, using objection handling on price to hold average markup at 38%.

### Skills

Cold Calling , Salesforce  
HubSpot , CRM  
Email Sequences  
Outbound Prospecting  
LinkedIn Sales Navigator  
Objection Handling  
Written and Verbal  
Communication Skills

### Education

#### Bachelor of Arts

Northeastern University  
Boston, MA  
05/2023  
Communication Studies