

Rachel Okafor

SENIOR SALES DEVELOPMENT REPRESENTATIVE

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Summary

Senior sales development representative with 4 years in SDR roles at B2B SaaS companies, now the top producer and peer coach on a 12-person team selling data integration software. Booked 220 qualified meetings in 2025, sourced \$4.1M in pipeline, and builds the team's ZoomInfo and Apollo prospecting playbooks.

Skills

- ZoomInfo • Apollo • Salesforce • HubSpot • Cold Calling • Business Development • Sales Coaching • Discovery
- Coachable

Experience

Senior Sales Development Representative

02/2024 - Present

Cascade DataWorks

Seattle, WA

Data integration and pipeline software for analytics teams at 1,100 companies.

- Deliver **220** qualified meetings in 2025 at 134% of target, sourcing \$4.1M in pipeline for 4 account executives.
- Coach 5 new SDRs on cold calling and discovery in weekly call reviews, cutting ramp from 4 to 3 months.
- Design ZoomInfo and Apollo search filters and sequences the whole team uses for 3 new verticals.
- Run monthly Salesforce data reviews, merging 1,100 duplicate accounts and fixing ownership on 400 records.

Sales Development Representative

01/2022 - 01/2024

Puget Software Group

Bellevue, WA

Project management software for construction and engineering firms.

- Booked 15 meetings a month with construction project executives and owners, reaching 118% of 2023 quota.
- Placed 75 calls a day and ranked first of 8 reps on connect-to-meeting rate at 11% for 2 straight quarters.
- Tested new HubSpot email templates with marketing, raising sequence replies 40% for business development.

Customer Support Representative

07/2020 - 12/2021

Evergreen Internet Services

Tacoma, WA

Regional internet and phone provider for homes and small businesses.

- Handled 55 support calls a day on billing, outages and plan changes for home and business customers.
- Upgraded 20 customers a month to faster plans, the second-highest upgrade count on a team of 14.
- Earned a 94% customer satisfaction score across 18 months of post-call surveys.

Education

Bachelor of Arts

06/2020

University of Washington Tacoma

Tacoma, WA

Business Administration