# MICHAEL NELSON

Sales Development Representative | Outbound Sales | Lead Generation

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## PROFESSIONAL SUMMARY

Sales Development Representative with 5+ years of experience in SaaS, fintech, e-commerce, service businesses, and Health & MedTech. Experienced with both inbound and outbound leads, using cold calls, email, LinkedIn and follow-ups to find prospects, book meetings and move conversations forward. Skilled with CRM and sales tools including Pipedrive, HubSpot, Tradify, Instantly AI and GoHighLevel.

## CORE SKILLS

Cold Calling • Email Outreach • LinkedIn Outreach • Lead Generation • Appointment Setting • Lead Qualification • Prospect Research • Follow-ups • Objection Handling • CRM Management • Sales Pipeline Management • Outbound Sales • B2B Sales • SaaS Sales

## TOOLS

**CRM:** Salesforce, Pipedrive, HubSpot, Tradify

**Prospecting:** Apollo, LinkedIn Sales Navigator

**Outreach:** Instantly AI, Outreach, Salesloft, LinkedHelper

**Calling:** JustCall

**Other:** Google Workspace, Notion, ChatGPT, Claude

## WORK EXPERIENCE

### GTM Independent Sales Specialist (Contract)

*Client Engagement | E-Commerce | November 2025 – April 2026 | Remote*

- Followed up with leads coming from the website, social media and direct outreach
- Changed the sales deck and how we approached prospects for inbound and outbound sales
- Reached prospects through email, Instagram, WhatsApp, cold calls and voicemail
- Booked 120 qualified meetings in 90 days with a 25% reply rate
- Closed 30% of booked meetings into paying customers
- Used Instantly AI, GoHighLevel, WhatsApp and Calendly to handle leads, follow-ups and meetings

### Sales Development Representative (Contract)

*Client Engagement | Health & MedTech | May 2026 – Present | Remote*

- Find companies and decision-makers that fit the target market
- Contact prospects through cold calls, email and LinkedIn
- Made 567 cold calls and booked 40 qualified meetings
- Sent more than 20,000 cold emails and booked 150 qualified meetings
- Helped close 25% of the qualified meetings booked
- Used Instantly AI, Pipedrive and LinkedHelper to keep track of prospects and follow-ups

### Sales Development Representative

*Verxes AI | UK & US Markets | March 2024 – February 2025 | Remote*

- Contacted potential customers through cold calls, email and LinkedIn
- Generated around 50–90 leads each month

- Changed the cold email sequence and increased replies from 15% to 25%
- Booked 50 qualified meetings with a 40% show rate
- Helped turn 30 meetings into active sales opportunities
- Worked with opportunities worth around £50,000 on average
- Used Tradify CRM to keep track of leads, meetings and sales opportunities

### Lead Generation Specialist (Contract)

*Client Engagement | UK Market | June 2023 – December 2024 | Remote*

- Found and contacted potential B2B SaaS customers in the UK
- Generated around 50–150 leads each month through calls, email and LinkedIn
- Tried different email sequences to see which messages got more replies
- Tested 7 sequences and increased reply rates from 15–20% to 20–25%
- Booked 70 qualified meetings with a 70% show rate
- Used Instantly AI, Pipedrive and Tradify to manage leads and follow-ups

### SDR & Appointment Setter (Contract)

*Client Engagement | 2020 – 2021 | Remote*

- Contacted potential customers through cold calls, email and LinkedIn
- Generated around 50–100 leads each month
- Kept outbound campaigns at a 15–20% reply rate
- Booked 80 qualified meetings with a 90% show rate
- Followed up with prospects and kept their information updated in the CRM
- Used HubSpot, Salesforce, Zoho and Apollo to manage prospects and sales activity

## CERTIFICATIONS

- Anthropic Skills Program | Anthropic | January 2026
- Inbound Sales Certification | HubSpot Academy | March 2024
- Sales Hub Software Certification | HubSpot Academy | March 2024
- Leadership & Team Management | IBMI | 2024
- Marketing Essentials | IBMI | 2023
- Digital Marketing | Udemy | 2022

## EDUCATION

**IBMI Institute** | 2023

**National Open University** | 2017 – 2022