

Venkat Raman

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PROFESSIONAL SUMMARY

B2B sales professional with hands-on SDR experience in outbound prospecting, cold calling, and CRM-driven pipeline management. Skilled in building and refining outreach cadences, identifying buyer personas through ICP research, and navigating the full sales process using Salesforce, HubSpot, and SalesLoft. Brings a track record of client-facing sales across tech, recruiting, and retail environments.

EXPERIENCE

SDR Jul 2021 – Dec 2021

Omnigo Software

- Executed outbound cold calling and email outreach campaigns, averaging 50 calls and 50 emails per day to generate B2B pipeline for an incident reporting and physical security software platform.
- Managed prospect activity and follow-up sequences in Salesforce and SalesLoft to advance leads through the sales funnel.
- Maintained accurate contact records and account notes in HubSpot CRM to support pipeline visibility and account management.
- Applied negotiation and deal closure techniques during prospect conversations to qualify and convert leads.
- Collaborated with internal teams on outbound strategy, contributing to sales process optimization and content-driven prospecting efforts.

SDR, Freelance (Contract) Jan 2021 – Jun 2021

SellX

- Conducted cold calls and email outreach to engage and qualify potential clients.
- Developed and refined outreach cadences through A/B testing of subject lines and messaging, improving reply rates and increasing booked calls.
- Performed prospect research to identify buyer personas aligned with the ideal customer profile (ICP).

Recruiter

Tiny Planet Inc.

La Palma, CA

- Tracked candidate leads and prospects to assist clients in securing job placements.
- Supported IT team in maintaining hardware, software, and systems to ensure operational efficiency.
- Organized IT resources for the management team to enhance accessibility and performance.

Salesperson

Mar 2004 – Jun 2007

River Center Jewelers

San Antonio, TX

- Managed sales floor activity while simultaneously reconciling cash receipts and resolving customer complaints.
- Monitored sales activities to ensure consistent delivery of quality customer service.
- Received recognition from floor manager on multiple occasions for customer service performance.

EDUCATION

UVARO Remote

Tech Sales Graduate, Software Sales.

Alpha Tango Flight Services San Antonio, TX

Commercial Pilot License, Aviation. GPA: 3.00.

Delaware Valley NY

High School Diploma, Trade in Hotel and Hospitality.

CERTIFICATIONS

- Rising Sales Professional, Fast Start Certification (Sep 2020)
- Inbound Sales Certified, HubSpot Academy (Sep 2020)
- SalesLoft Certified
- Salesforce Certified

SKILLS

Tools and Platforms: Salesforce, HubSpot, SalesLoft, ZoomInfo

Sales: B2B sales, Lead generation, Cold calling, Inside sales, Sales pipeline management, Deal closure, Account management, Sales process optimization, ICP research

Other: Sales and marketing alignment, Digital marketing strategies, Data analytics, Oral and written communication, Presentation skills, Emotional intelligence

PROJECTS

Norton Rose Fulbright Aviation Finance Job Simulation (Forage)

- Completed a simulation involving aviation finance and leasing for the Asset Finance team.
- Prepared a Conditions Precedent (CP) checklist, conducted legal research, reviewed first drafts of transaction documents, and advised on proposed amendments.

Walmart Area Manager Job Simulation (Forage)

- Completed a simulation based on the area manager role, focused on leading a shift in a fast-paced distribution center.
- Made operational decisions during real-world challenges including short staffing and equipment issues.
- Communicated key updates and recommendations to senior leaders in clear, professional formats.

LANGUAGES

- English: Professional
- Hindi: Professional